

1.00

January 1961

Art

direction

The

magazine

of

creative

advertising



10th

annual

Buyers

Guide

Eckstein-Stone



expect more

from Monogram—Even a skate can be something special in the hands of people who *care*. We do. Workaday jobs as well as the big image-building campaigns get a creative touch at Monogram that you'll find nowhere else in town. Try us. In the past fifteen years we've helped clients win awards in every art category. We'd like to help you. Call PLaza 3-8974./Or write: Monogram Art Studio Inc. 515 Madison Avenue. New York 22.

PHOTO BY LEO SAUND

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Art Dir

Photo-Lettering's

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Alphabet Supplement '61

Among letters of special interest, this supplement contains two pages of gothics with the distinctive new Continental flavor, pp 756-7; several interlocked designs, p 762; a thick-and-thin sans serif series of sufficient potential to set a trend, p 763; a revival of Bookman redesigned in four weights, p 766; an interesting cross between Bookman and Clarendon, p 771; a contemporary adaptation of Times Roman, p 779; Mercantile in three weights, p 776, and four pages of open and contour faces, pp 783-6.

In addition to presenting our most recent designs, the 1961 supplement covers what is new in every aspect of our service. This year, the center spread describes our exclusive SpectraKrome® process for photographic color prints and color transparent acetates. Having made the most of black and white for twenty-five years, we now anticipate that our second "quarter century" will be marked by pioneering with color.

Photo-Lettering Inc., 216 east 45 street, New York, Mu 2-2346

Creative thinking and careful production planning on every illustration, layout and mechanical.



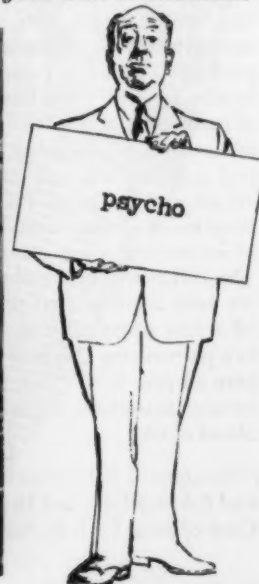
artist: BILL STEINEL
client: AMF/R & D Division



DON MILLER
Sports Illustrated



NORMAN GRABER
Columbia Record Club



DAVID K. STONE
Lennen & Newell

GRABER ART ASSOCIATES

37 WEST 57 STREET • NY • PLAZA 3-3251

Our new printed portfolio of samples sent on request.

ART DIRECTION

THE MAGAZINE OF CREATIVE ADVERTISING • OFFICIAL PUBLICATION OF THE NATIONAL SOCIETY OF ART DIRECTORS

In the beginning, 'commercial artist' was a term of reproach...

These were believed to be men who had failed, men with neither artistic ability nor imagination. Today, artists have learned that they can illustrate an advertisement without sacrifice of ideals or artistic integrity, and can paint a picture to advertise a motor car or a food product in the same spirit as that in which Michelangelo carried out the assignment to do the ceiling of the Sistine Chapel. The difference ethically is not in the nature of the job but in the greatness of the artist. In the Middle Ages the Church was the great patron of art; today it is business. The man who has brought this about is the art director. He is the connecting link between artist and client. Like Janus he looks both ways. He may be, and often is, a creative artist in his own right; but his great work is to beat a path between the man at the easel and the man behind the desk. He is able to pick out from thousands of artists and thousands of genres the right man for any job. The byproducts of art in advertising have been noteworthy and far-reaching. Good taste and good design have spread from the advertising to the package, and from the package to the product. There is no question that the volume of art set in motion by advertising has improved the design of many items of manufacture. And the panorama of really good design on advertising pages, aided by great advances in reproduction and printing, has had its influence on public taste. Where do we go from here? The only possible reply is: On. Great progress has been made. But by no means is the whole body of advertising art as good as it should... and could... be. The full power of art directed toward a definite end has not yet been achieved and the new mediums of communication offer new opportunities. The shrewd reply of a six-year-old to a patronizing visitor is pat: "My little man, have you lived here all your life?" "Not yet." Forty years is a substantial age for any institution, but is short compared with the many years ahead of us.

—Earnest Elmo Calkins •

(The above is the foreword of the 39th Annual of Advertising and Editorial Art and Design published for the Art Directors Club of New York by Farrar, Straus & Cudahy, Inc.)

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SERVICE

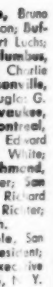
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RECTORS

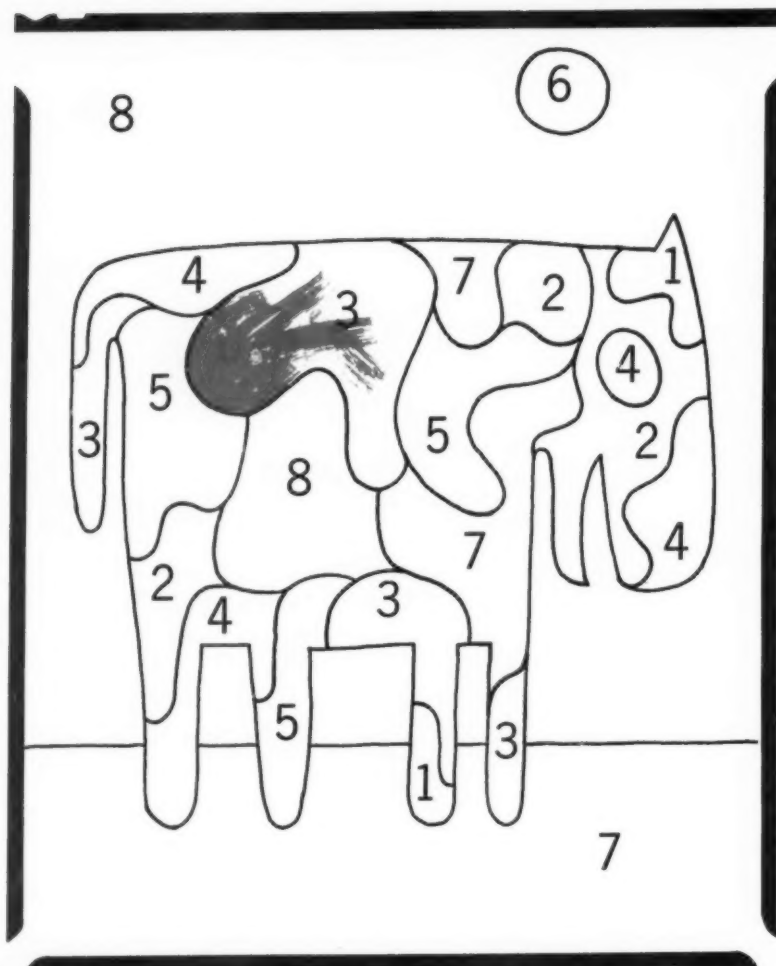


“You in the ad game? Oh, Market Research! Why do I ask? Who else reads Kaselow? How about that item on SH&L! SH&L? Don’t they ever let you guys off the elevator on the creative floors? SH&L means Sudler (S-U-D-L-E-R), Hennessey (with an “ey”) & Lubalin. No! That’s his last name! (L-U-B-A-L-I-N). Very big in graphics! And now it says they’re in Audio-Visuals, too. What’s Audio-Visuals? Don’t you researchers ever get out from under your charts and graphs? Audio-Visuals are film strips, animation, TV commercials, motion pictures and all that jazz! And look who they’ve got with a carpet on the floor and a V.P. on the door... Harry Prichett! Top man! Great! Five TV shows... and they’re all his! Originated and produced! Worked for IBM, Coke, Falstaff, Sylvania, Standard Oil. Oh, those you’ve heard of! Here’s another little tidbit on SH&L! John Zeigler, A.D. of Procter and Gamble, to be Director of the SH&L Packaging Division. Oh, now we’re talking your language. P&G. Great marketing outfit! Great packaging, too. Says here he was at P&G 5½ years and developed some of the smartest packaging on the market—supermarket, that is! Talk about expansion! What are those guys at SH&L trying to do? Be General Motors?...”



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We do excellent retouching on color transparencies
We do excellent assemblies of color transparencies

RHINA STUDIOS

211 EAST 35TH STREET NEW YORK CITY 16 LE 2-9194 LE 2-9195

bebell & bebell

COLOR LABORATORIES *

tv slides ----- *

16mm movie
duplicates
(optical or magnetic sound)

color prints *
any size
(from art or transparencies)

photographic
exhibit services *

panel mounts in all sizes
light boxes to any size
itinerary packing & shipping

for busy layout men,
2-headed designers
color photostats *
(6-hour service available)
in any layout size

Watkins 4-8573

108 W. 24th St., New York 11
Cables: Labsbebell, N.Y.

business briefs

studio trends — billings up, profit rate down

Sharp billings pickup for studios in all sections of the country was reported in September. Southern California studios rebounded from a July low of 79% (of 1957 pace) to 135% in September. Midwest studios were at 151%, one of the best months reported from that area. New York and Eastern studios were at 172%, 2nd best billings month in 4 years. The national average was 152%, 1 point below September 1959 but rising seasonally.

CAM Report for November 20 notes that the talent demand shoe is on the other foot. Job applications are now heavy and employer requests comparatively light. This removes much of the upward pressure on salaries. Many freelancers have lost billings, are back on the job hunting lists. Job slump may end if studio billings keep picking up.

Studio cost operations were studied by National Association of Art Services, summarize, in % of incoming dollar; as follows:

Salaried artists	23.64%
Inside freelances	7.03
Outside freelances	6.82
Salesmen	6.51
Officers, owners	15.09
Office personnel	3.65
Typography	5.31
Printing, engraving	5.07
Photostats	2.77
Photography	2.59
Art supplies	3.24
Rent	3.22
Office supplies	3.38
Advertising76
Entertainment	1.81
Insurance72
Legal counsel58
Contributions42
Petty cash50
Taxes	2.61
Profit after taxes	4.23

The 4.23% average profit compares to 6.64% reported in a study made two years earlier. Although billings trends have been up during the intervening months, average profit rate has slipped. Median profit rate is down too. Two years ago half the studios earned 5.5% or more. Today half earn 3.25% or more.

Fewer very high profit rates were reported this year. One studio reported 23% profits two years ago and 15% had profits of 16% or better. Today, the highest profit rate reported was 17.25%, less than 3½% of the studios had profit rates of 16%, 25% reported losses or no profits.

BE SURE TO
TURN DOWN
THIS CORNER
NOW AND
KNOW WHERE
TO FIND
WHAT YOU
WANT, WHEN
YOU WANT IT



NO MATTER HOW COMPLEX THE
PROBLEM, HOW CLOSE THE DEADLINE
OR EXACTING THE BUDGET, YOUR
ADVERTISING, PROMOTIONAL, EDITO-
RIAL OR T.V. PHOTOGRAPHIC AND ART
PROBLEMS WILL BE DELIVERED ON
THE HIGHEST QUALITY LEVELS WITH

EXPERIENCED KNOW-HOW BY

GUSSIN: OF COURSE!

L A W R E N C E
G U S S I N
C O M P A N Y

INC.

220 WEST 42ND STREET
N.Y. 36, N.Y., WISCONSIN 7-6748

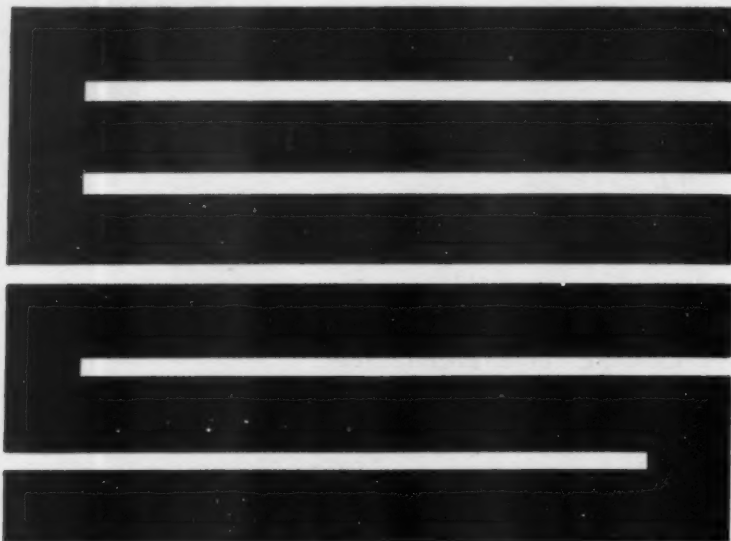
* 10 MINUTES AFTER YOU CALL, OUR REP. WILL BE ON
HIS WAY TO YOUR OFFICE WITH A COMPLETE PORTFOLIO.
HE NEEDS THE 10 MINUTES TO PUT ON HIS HAT.



NATIONAL, PROMO-
TIONAL, TRADE AND
T.V. PHOTOGRAPHY,
ART, DESIGN, RE-
TOUCHING, TYPE C
AND DYE TRANSFER
PRINTS, MECHANI-
CALS, ETC.

LGC

ERIK SIMONSEN • ELDORADO 5-4295



140 EAST 56TH STREET • N. Y. C. 22

PHOTOGRAPHY

LANDSHOFF,
experimental, people, fashion,
landscape

PINNEY & BEECHER,
still life, food & liquor, trompe l'oeil

ART

EUGENE BERMAN,
classical paintings & drawings
N M BODECKER,
humorous, British type line drawing
CHARLES HARPER,
modern design, industrial, animals
JOSEPH HIRSCH,
painter of people
GRETA ELGAARD,
children, painterly illustrations
AMOS SEWELL,
POST covers, Americana types
TOM VROMAN,
creative, decorative graphic art
ERIC von SCHMIDT,
contemporary painting, people

DESIGN

DICK MARTIN,
graphic art, 2 & 3 dimensional

SCULPTURE

for special projects by appointment



VERMILION

...and YELLOW, MEDIUM
GREEN, LIGHT
TURQUOISE BLUE, LIGHT
match the other
AAAA COLORS.

Fast drying • Non-streaking
Always fresh and ready-to-use

$\frac{3}{4}$ " x 4" Tube ... 45¢ each.
Designers sets 26-7, 26-13, 26-26
at your Artists' Material Dealer.

GRUMBACHER
ARTISTS' MATERIAL

460 West 34th Street, N. Y. 1, N. Y.

STEPHENS, BIONDI, DE CICCO, INC.

ANDY ALDRIDGE • ED AUGISTINY • BILL BAKER • RENO BIONDI • LEE BROCK • FLEMMING BROWN
ERALDO CARUGATI • JIM DHEIN • JOHN EGGERT • KEN FARETTA • RALPH FINCH
STEVE HALL • JOHN HENRY • HERB HERRICK • BART JERNER • DICK KENYON • CARL KOCK
CHARLES KOCH • JOHN LANGSTON • ELMER LEHNHARDT • GEORGE LOPAC • ALBERTO MARUCCHI
JOHN MC CORMICK • CY MURAI DA • WILL NELSON • LAD NOVOTNY • CHARLES RAMEY
BILL RANDALL • BILL REIDER • BILL RHODES • HAL VON WOLLENBURG • BILL SWATKOSKI
HOWARD TERPNING • MIKE LUDLOW • DICK KOHFIELD • HARRY NUSE • GEORGE KANELOUS
IRWIN SMITH • LEO SKIDMORE • HOWARD WHIMS • DONALD WEILAND • NOEL BERRY
BERNARD SOWA • A. MOLNAR • A. WESTON • RICHARD ZURLINDEN

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HARRY BUSE • JOE MENDOLA • JOHN DINAN • JOHN CONNOR • JOHN SAHRATIAN

ANNUAL REPORTS
BROCHURES
FOLDERS
DESIGN
DIRECT MAIL
LAYOUT
LETTERING
ILLUSTRATION
MECHANICALS
PACKAGING
POSTERS
RETOUCHING
PRESENTATIONS
COPY
SERVICE

in New York:

JUDSON 2-1877

in Chicago:

WHITEHALL 4-3340

in Detroit:

MIDWESTERN 4-8787

letters

put the shoe on the right foot . . .

It was nice to see two of my ads for Fiancées in your article "Creativity with shoes" in the November issue.

However, credit was mistakenly given for the "Pipe Dreams" photo to Elbert Budin. Credit Ben Somoroff.

Stanley Fein, Rockmore Co.

Regarding the caption for ad #23 on page 63, "Creativity with shoes," November issue . . . all Bendel ads and promotions, including this one, are not only entirely conceived in the department but also executed by members of the staff. I myself have done the photography for the series of semi-institutional ads we have been doing in the past few years. On this particular ad Carl Fischer collaborated with me.

Peter Palazzo
Advertising and Visual Director
Henri Bendel Inc.



this is the 'poetic picture'

noted in November Critic Panel feature—but now shown.

Credits: AD Frank Zachary, art editor Louis R. Glessmann, Holiday. Photographer Fred J. Maroon.

Critic Panel



Cover designers

Arthur Eckstein and Bernard Stone generally design as a team. Art graduated Brooklyn College in 1946, the same year Bernie finished at Cooper Union. They met at the Workshop School for Advertising and Editorial Art, founded their graphic design studio, Eckstein-Stone Inc., five years ago.

Bernie teaches Preparation of Art for Reproduction at NYU. Artie lectured and ran workshops at Brooklyn Polytechnic Institute's seminars. They have won LNA awards and their work has been shown in Graphis. They are members of the New York ADC, AIGA, and PDC.

Art Director • DONALD VERNON
Sales Promotion Agency HAL SANDY INC.
Client • BROWN SHOE COMPANY
Photographer MYLES DE RUSSY

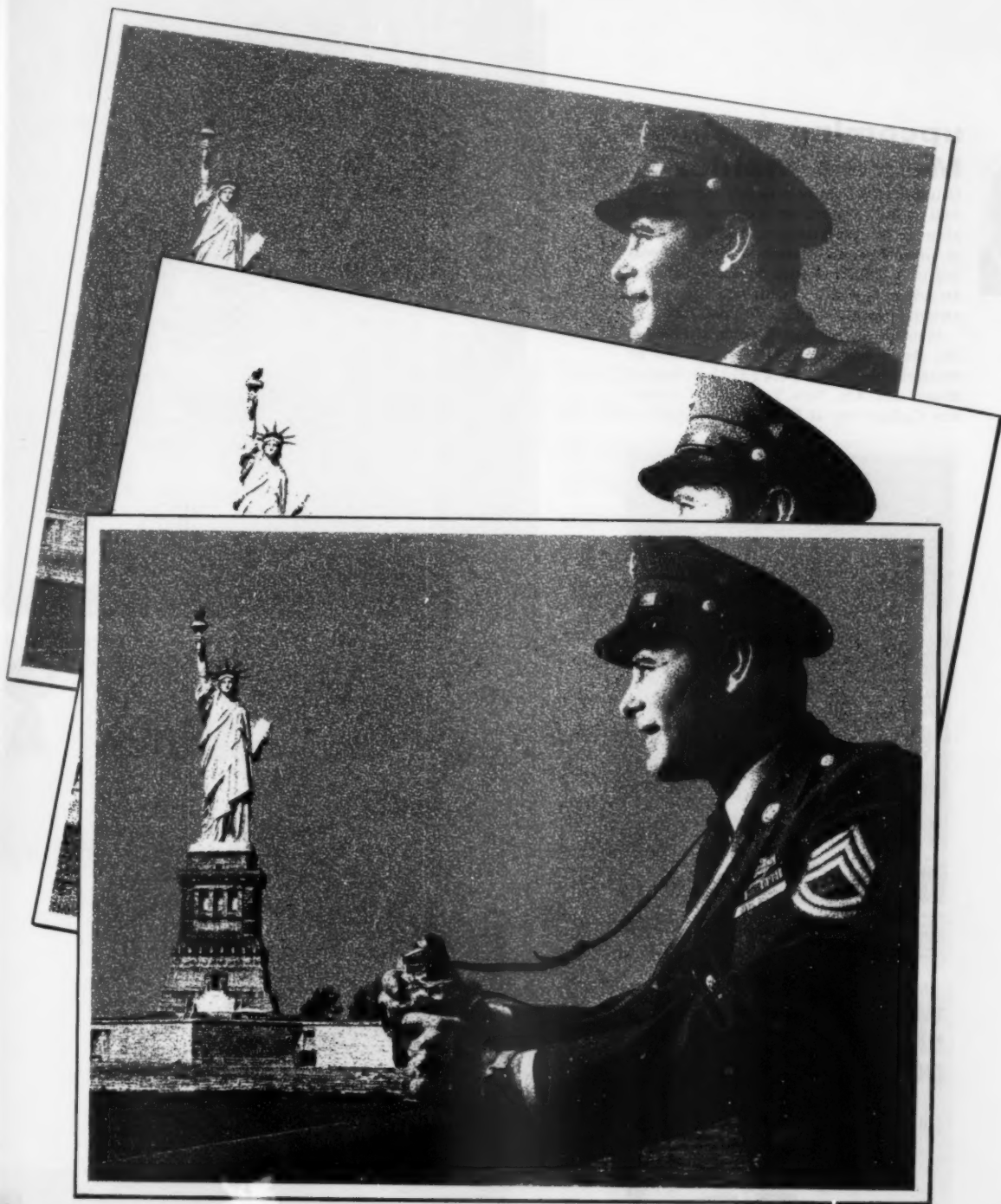
Kranzten

STUDIO, INC.

22 W. HUBBARD STREET • CHICAGO 10, ILLINOIS
Whitehall 4-7330

NEW YORK SALES OFFICE • 527 LEXINGTON AVE
PLaza 3-0266

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PHOTOMECHANICAL VARIATIONS BY **EDSTAN** 75 WEST 45 ST. CIRCLE 5-6781 N.Y.

PHOTOMECHANICAL VARIATIONS BY **EDSTAN** 75 WEST 45 ST. CIRCLE 5-6781 N.Y.



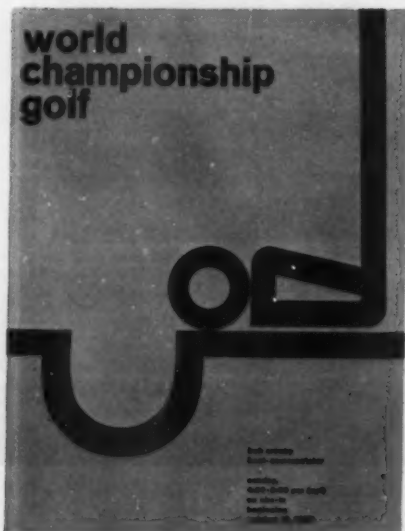
upcoming designer Maurice Mahler

Using graphic symbols to tell the story as well as to get attention is characteristic of Maurice Mahler's designs. At 25 he's head of promotion for Fairchild Publications, has been affiliated with William Douglas McAdams agency and with NBC. He's won awards from the ADC, TDC and AIGA.

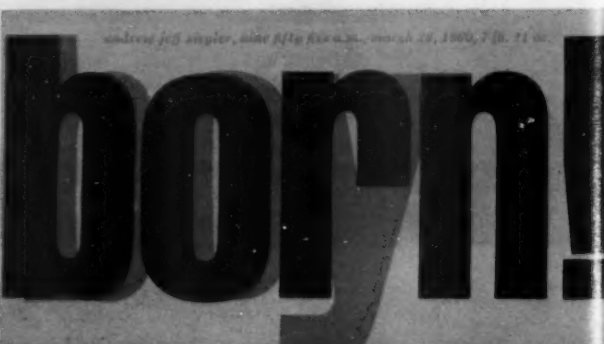
Mahler was born in Vienna, studied at the Basel School of Arts and Crafts in Switzerland, at New York's High School of Music and Art, New York City Community College and at Brooklyn College.



EVERY-DAY DISTRIBUTION THROUGHOUT 9 KEY MARKET CITIES:
CHICAGO • GRAND RAPIDS • NEW YORK • RICHMOND • ATLANTA
ATLANTIC CITY • DALLAS • LOS ANGELES • SAN FRANCISCO
Throughout these 9 House Foods market offices... in scores of hotels, motels and
market buildings... in thousands of local stores... House Foods Daily makes its
customers appreciate the fast-food-to-the-doorstep service every day of the week!



the business here served in thirty-five and seventy-five street/new york twenty-two-butlerfield 6-7771/Long, London, and home





Incorporate distinctive printing papers with New York's most flexible converting, warehousing and distributing facilities and —identify! Of course, it's Cross Siclare, where the distinction of Newton Falls Papers for offset and letterpress and the assurance of pre-deadline deliveries of stock sizes through 52"x 76" are inseparably yours. Here's double assurance, too, that your job goes to press on time and comes off with a sparkling identity all its own.

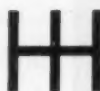
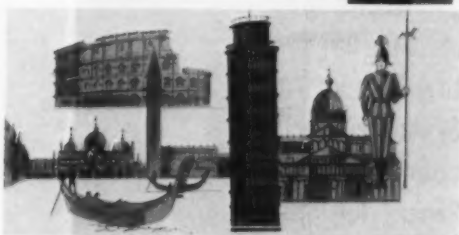
identity,
inc.

CROSS SICLARE & SONS, INC. • 207-13 Thompson Street, New York 12, N. Y., ALgonquin 4-9760
Exclusive Agents Throughout Metropolitan New York for Newton Falls Paper Mill, Inc.



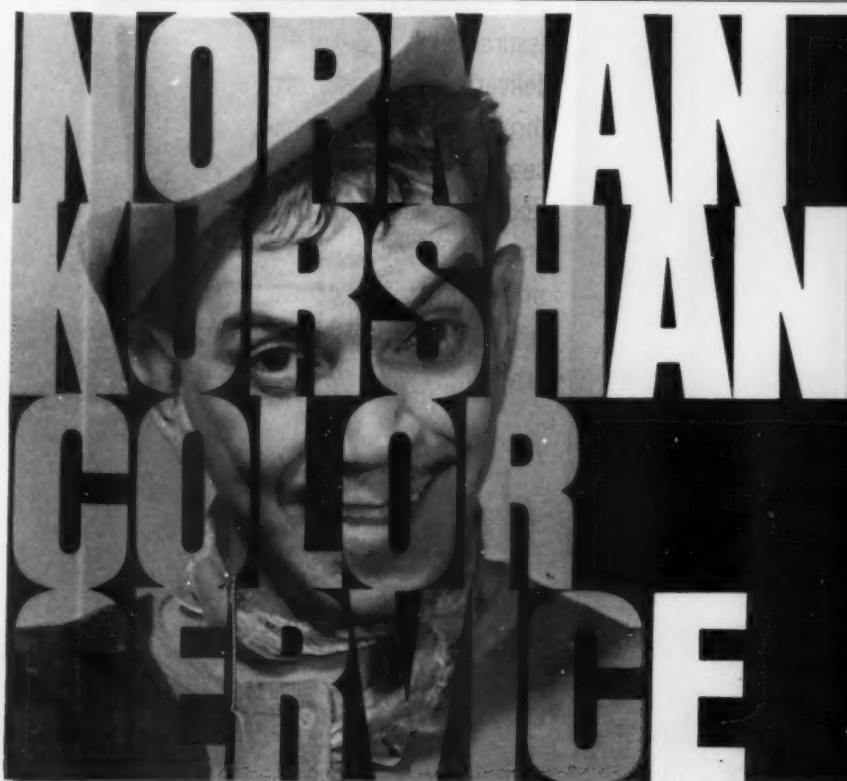
BROCHURE FOR THE AMERICAN
PHOTOENGRAVERS ASSOCIATION

PACKAGING ILLUSTRATION
THE LAW PAPER COMPANY



Through these doors pass creative art assignments
from leading advertisers in mid-America. We're interested
in yours, too! Write for booklet "Pattern for Growth."

HH ART STUDIOS, Inc., 134 Zeigler St., Dayton 2, Ohio, BA 4-0338



This C-print of
Cantinflas for "Pepe."
Production by
Columbia Pictures, Inc.
We also make dye
transfers and duplicate
transparencies.
Norman Kurshan
Color Service, Inc.
8 West 56th St.
New York City 19
For information and
prices call
Norman Kurshan or
Gabe Wilner at
JUdson 6-0035

It's not the client who pays...YOU DO!

Sooner or later, every ad agency and art service will realize that more and more clients are rebelling against the high cost of advertising services.

Hundreds of valuable man-hours are wasted in traffic with "outside" suppliers of **Stats**, **Photo-copies**, **Film** and **Veloxes**. Costly delays are a constant source of needless irritation. Exorbitant overtime, minimum and special service charges take a big chunk out of every advertising dollar.

Can you afford to cling to these "horse and buggy" methods and practices, purely for the sake of tradition? The old cliché, "It's the client who pays," is no longer a safe argument. Don't jeopardize your present accounts, but attract new ones by making photography a vital adjunct to your business.

Start the new year with a fresh approach, by acquiring a **FilmoStat**. This compact, economical unit will consolidate and control all your photo services and enable you to offer your clients the utmost in reproduction quality, speed, economy and versatility, any time of the day or night, every day of the year.



Making professional quality **Stats**, **Films**, **Photo-prints**, is so unbelievably simple and effortless . . . it's actually fun! Anyone on your present staff can learn how in just a few hours. **NO KNOWLEDGE OF PHOTOGRAPHY IS NECESSARY!**

You can LEASE or BUY a

FilmoStat®

\$3¹²

for only per day

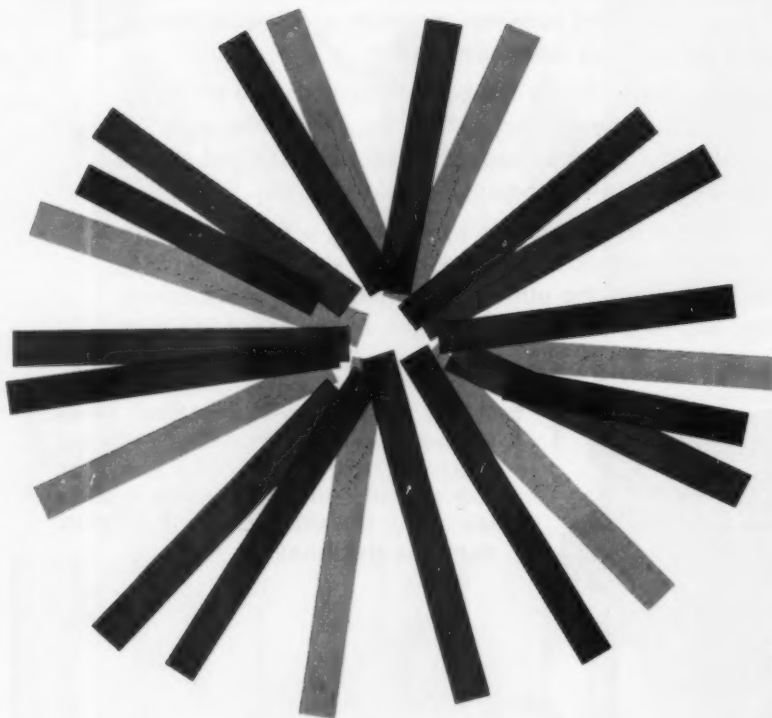
The **FilmoStat** complete with darkroom occupies only 48" x 48" of floor space. It is completely electrified and plugs into any 110 volt outlet. No plumbing connections required.

No capital investment required. Price includes **FilmoStat** with darkroom, accessories and installation.

Write for free literature and lease-purchase details.

STATMASTER CORP. 3552 East 10th Court • Hialeah, Florida • OX 1-5730

When in New York visit our showroom at 19 West 44th Street • New York 36, N.Y. • OX 7-9240



GRAPHIC DIRECTIONS INC. / FOUR EIGHTY LEXINGTON AVE. / NEW YORK 17, N. Y. / YUkon 6-0750

calendar

Jan. 9 . . . AIGA traveling show, Design & Printing for Commerce and 50 Ads of the Year. Pittsburgh, Printing Week, Jan.-Feb., Pennsylvania State University, University Park. Printing Week, at York Club of Printing House Craftsmen, York, Pa.

Jan. 9-10 . . . Lithographers & Printers Natl. Assn. traveling show, Advertising & Selling Club, Peoria, Ill. Jan. 15-21, Harris-Seybold Co., Cleveland. Jan. 25-31, A. B. Hirschfeld Press, Denver.

Jan. 12 . . . Natl. Visual Presentation Assn., luncheon meeting, 12, Brass Rail, 43 St. & 5th Ave. International program, "UN Uses of Visuals." Non-members welcome, reserve with Miss Schack, MU 2-2294. Entry deadline for Day of Visuals, Mar. 1. Awards presentation, May 23. Day of Visuals program, May 23-24.

Jan. 15-21 . . . NYADC national traveling show, Western Press, 2160 Paine, Cleveland.

Jan. 15 . . . Entry deadline, 6th annual book jacket design competition, Turk & Reinfield, 207 W. 25 St., NY 1. Show, Mar. 1-31, Art Library, Donnell Library Center.

Jan. 15-21 . . . International Printing Week.

Jan. 16-19 . . . 19th Exhibition of Printing, NY Employing Printers Assn., Hotel Commodore.

Jan. 16 . . . deadline, 11th Lithographic Awards Competition, LPNA, 597 5th, NY 17.

Jan. 18 . . . NY Artists Guild, 8 p.m., at Society of Illustrators Bldg., Paul & Joseph Pops, on unincorporated tax.

Through Jan. 31 . . . Library of Congress, Main Bldg., 'The World as Seen by Magnum Photographers.

Mar. 20-30 . . . NYADC's 40th annual national show, Pepsi-Cola Bldg., main lobby, 500 Park (59 st.). Preview for members and exhibitors, Mar. 20. Open to public Mar. 21-30. Awards luncheon, Mar. 21, Grand Ballroom, Hotel Commodore. Visual Communications Conference, Mar. 22-23, Hotel Commodore.

Jan. 24-Mar. 4 . . . Illustrators '61 exhibition, Society of Illustrators, 128 E. 63, N. Y. Awards presentation, Jan. 23.

Feb. 6-11 . . . Pittsburgh's annual, co-sponsor, Advertising Club, at Gateway Four.

Feb. 21-Mar. 24 . . . ADLA 16th show, California Museum of Science & Industry, Exposition Park. Awards dinner-dance, Pacific ballroom, Statler Hotel, Feb. 18.

March 5 . . . Kansas City's 8th previews. Awards banquet, March 11. Show March 6-18, Kansas City Art Institute. Entry deadline, Feb. 4, Morris & Coldsnow, 3415 Main.

March 23 . . . Westprint 61, printing machinery, processes, supplies, Shrine Hall, L.A.

April 17 . . . 15th annual NSAD meeting, Chicago.

June 1-25 . . . Seattle ADC 12th annual show. Seattle Art Museum.

September . . . ADC Birmingham annual show, Birmingham Museum of Art.

October . . . Jacksonville ADC show.

Art Students League . . . Mani Deligtisch, one man show, Jan. 9-21.

Gallery 303 . . . Posthumous exhibit, work of Howard Willard. Paintings, graphic design.

Library of Ideas. Mead Papers . . . NY, 230 Park Ave., Jan. 9-27, exhibit, Pharmaceutical Direct Mail Advertising.

School of Visual Arts Gallery . . . Jan. 9-20, book jackets, Roy Kuhlman, Milton Glaser, Robert Finegold.

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Changeable as a Chameleon!

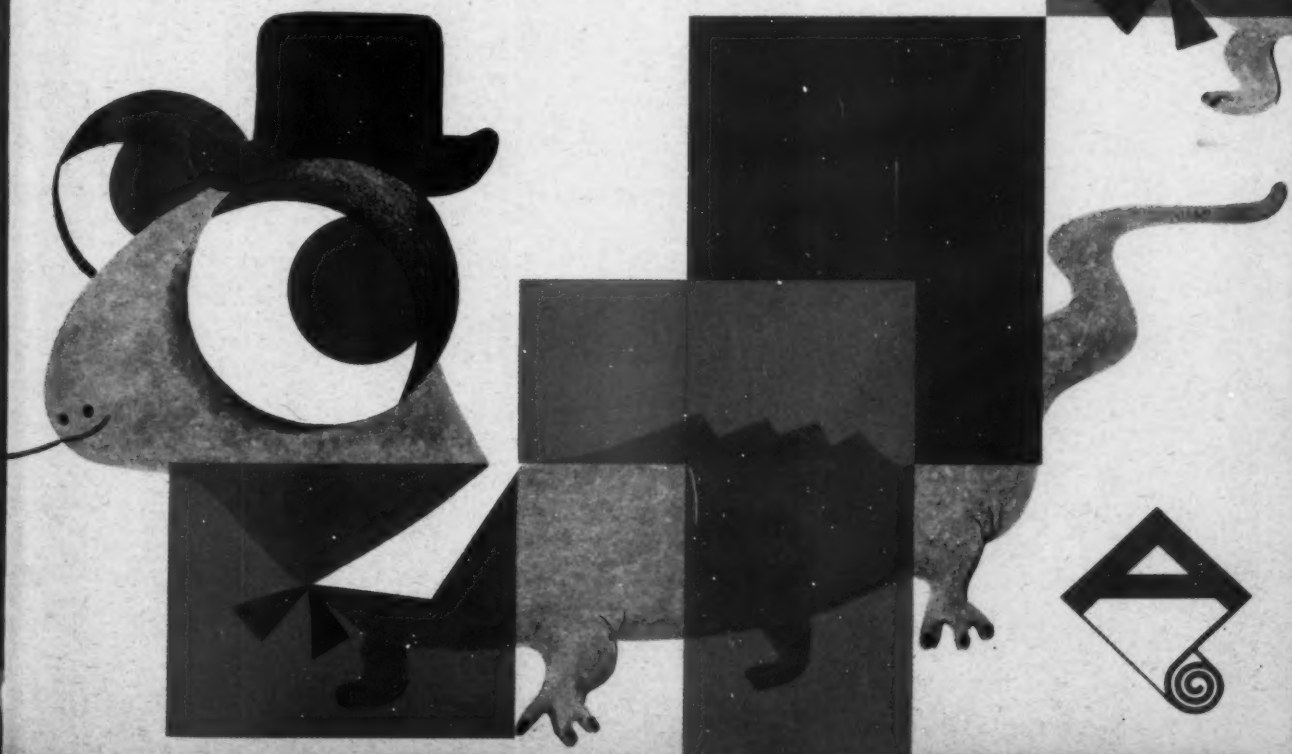
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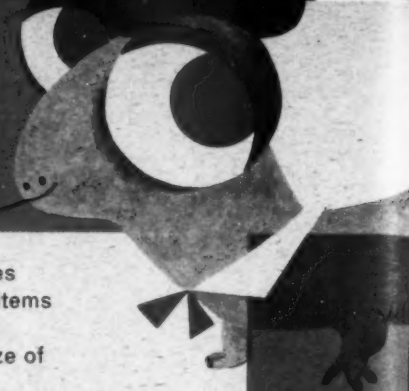
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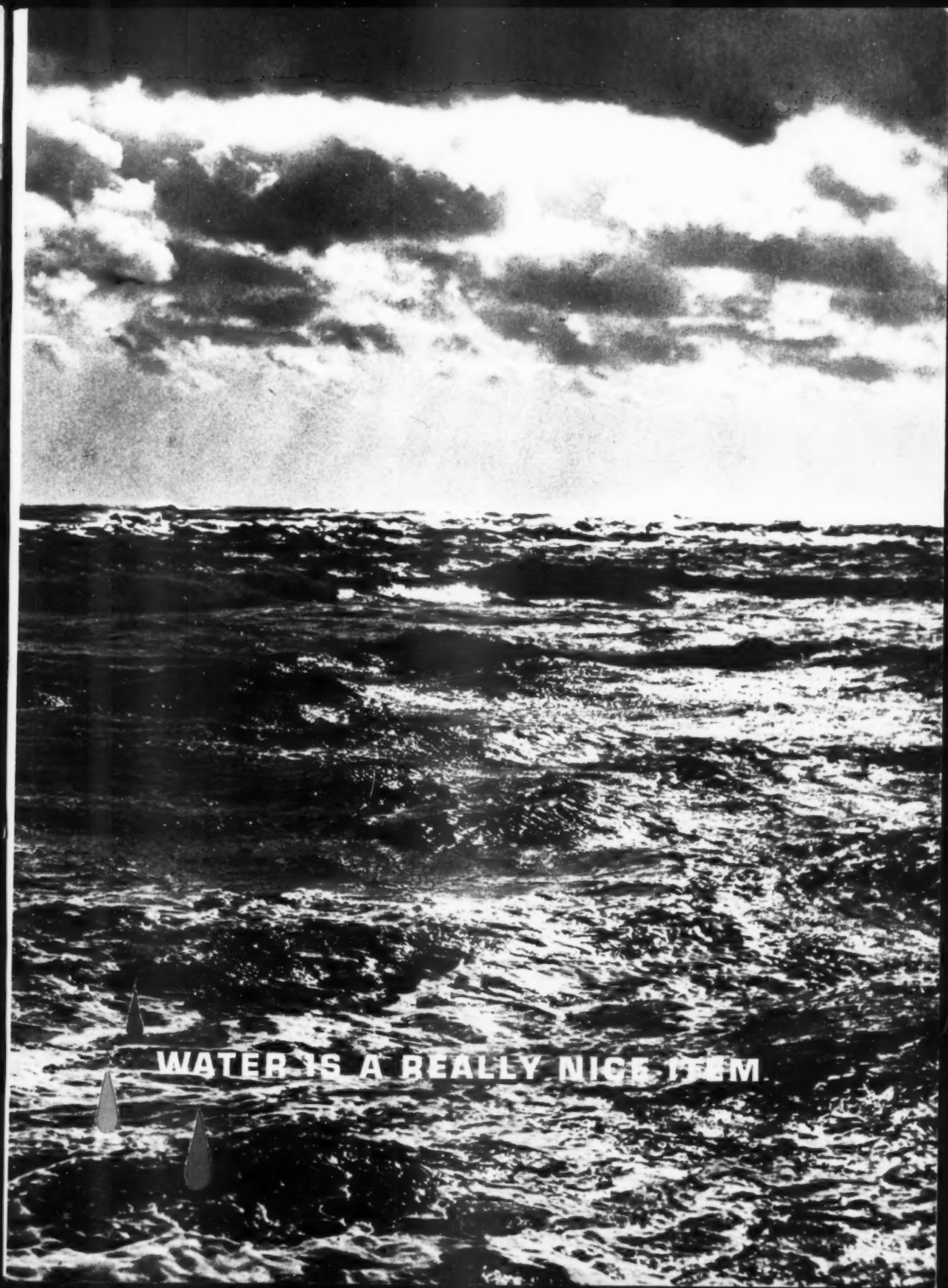
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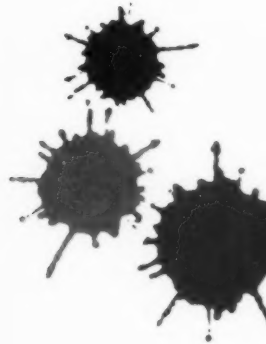
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whom many lousy jokes y
replaced by the meter man
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everywhere. Under foot an
head; in stocks; on knees a

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s of branch water. That which comes
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nches in it. Both are essential.

led for drowning. It serves other
urposes. Makes a swell oasis. Also waves.

was responsible for the ice man about
lousy jokes you have heard. He has been
he meter man (gas, electric, *water*),
the milk man.

st arid areas, water is prevalent
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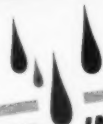
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booknotes

THE VISUAL ARTS TODAY. Edited by Gyorgy Kepes. Wesleyan University Press. \$6.

52 contributors, in articles, statements, works (reproduced in b/w), discuss the arts from the viewpoints of esthetics, psychology, sociology. They review the past, present, and anticipate the future. 272 pp., including a section of notes on the contributors.

BASIC DESIGN. Principles and Practice. Kenneth F. Bates. World. \$4.95.

Design concepts, from the simplest spot, line and shape, to subtle and sophisticated examples in all styles of art and for all media. 183 b-w illustrations, plus 2 color plates. A teaching text by artist/author/lecturer Bates, now an instructor at Cleveland Institute of Art. 176 pp., including bibliography and index.

HANDBOOK OF PLANT AND FLORAL ARRANGEMENT FROM EARLY HERBALS. Richard G. Hutton. Dover. \$2.98.

Paperback edition of work originally published in 1909 as *The Craftsman's Plant-Book*. Has 539 pp., all but 51 general introductory pages and 8 pp. of index, are b/w line illustrations. They are selected from the herbals of the 16th and 17th centuries. Introductory chapters discuss the use of plants as elements in design. A good idea source.

THE STYLES OF ORNAMENT. Alexander Speltz. Dover. \$3.25.

Paperback edition of Dover's 1959 book, and David O'Connor's translation of the 2nd German edition. 3765 illustrations in 400 full page plates (b/w) may be used and reproduced without permission or payment. Represents the entire range of ornament from prehistoric times until the middle of the 19th century. In chronological sequence. Summations of principal elements of each period introduce each illustration section. Indexed.

1961 APPOINTMENT CALENDAR. Junior Council of Museum of Modern Art. Doubleday. \$3.

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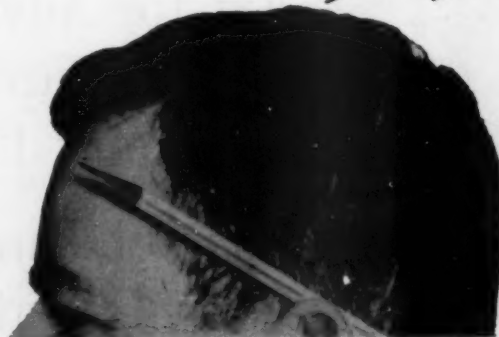
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what's new

DIRECTORY OF PERIODICALS lists over 6000 consumer magazines, business papers and periodicals of the labor, farm, medical and religious press. This is the 1960-61 edition of the American Trade Press Directory of Periodicals. Previous editions were for clipping service clients of ATP, but this edition is sold to nonsubscribers at \$12 per copy. From American Trade Press Clipping Bureau, 15 E. 26 St., New York 10.

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RIK SHAW COMMUNICATES FROM NEW YORK is a newsletter that includes information on photo production uses (samples: blowups and how to use them, how and when to use color prints, where and how to use slides and why, when and how to use slide films dramatically). Also available, a glossary, that illustrates, explains and prices RSA products. Rik Shaw Associates, 250 W. 57 St., New York 19.

(continued on page 36)



art director: WILLIAM MOSTAD

agency: HAZARD ADVTG. CO., INC.

client: BETHLEHEM STEEL CO.

photographer: STAN MENSCHER

color retouching: ARCHER AMES ASSOCIATES



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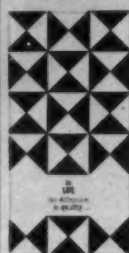


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Look-Kromatic and ADs

*Effective January 1961,
process expands 24 pages per
issue. What is it? What does
it mean to the AD?*

Look-Kromatic is a refinement of gravure printing offering greater gloss, deeper tone, greater color-hue saturation than has heretofore been possible. It also offers white ink printing for strong display of white goods or white elements in an ad. The white ink is whiter than the best white paper. The white ink (on a fifth cylinder) is available at \$3100 per page, \$3765 per spread.

Where high-speed gravure normally uses uncoated paper and depends to a high degree for drying upon absorption of ink into the paper fibre, Look-Kromatic uses a coated paper and heat dries the ink on the paper surface.

Other characteristics of the process:

- scientific controls in every phase of operation from separations through press-work.

- a new halftone screen that extends the tonal range to almost 100%. The News-Dultgen screen limits tone range to a 50% checkerboard pattern at the low end of the scale.

- with the new tone range, it is now possible to print a 400% coverage of ink (100% in each color) as compared with standard 240% limitation in wet letter-press. The result is richer appearance.

- a 150-line screen permits printing of fine detail.

- automatic etching and one-bite etching give maximum control over well depths which hold ink, control tones.

- trail-blade coated paper, which Look developed about five years ago, has been modified for use in Look-Kromatic printing. The use of coated paper in gravure adds to appearance of natural sheen in inks.

- press has five cylinders for each side of the web, giving advertiser more flexibility than formerly possible in gravure.

- proofs are pulled from running cylinders, are thus more reliable.

- there is more latitude in making press corrections than formerly.

SALES PRO- MOTION,

SHUNNED

**BY MANY ADVERTISING AGENCIES, IS A MERCHANDISING MUST!
HOW CAN YOU GET THE JOB DONE WELL?**

IT MIGHT BE A MERCHANDISING KIT. Or a counter display. Or a mailing piece. Even a corporate presentation. It's important—and you want it done well. You want it to sell—and need a good chunk of creative imagination to go into it. You say so when you turn it over to your advertising agency. What happens next?

THE JOB MAY BE DONE BEAUTIFULLY. Then again, it may not. Most agencies just aren't staffed to do sales promotion profitably. All too often, it shows. *That's why both agencies and companies send sales promotion jobs to us.*

WHAT AGENCIES SHUN, WE PRIZE. We're a fully-equipped studio specializing in creative sales promotion. More than 17 years of experience have taught us how to produce dramatically successful solutions to a wide range of promotion problems. (*We have a number of exceptional case histories to prove it.*) Aside from advertising agencies, our client roster includes some of the world's best-known companies.

WHAT CAN WE DO FOR YOU? Most of our clients like to have us contribute from the idea stage on. In some cases, they call us in at the last minute. Either way, our service is comprehensive.

We can handle a job from beginning to end: design, copy, illustration, photography, finished art, mechanicals, and printing. If this suits your requirements, fine. That's how we do our best work. But if a particular job calls for only a portion of our service, we're ready to supply it. Specifically, what kind of sales promotion can we produce for you? Sales kits; direct mail campaigns; P.O.P. materials; corporate presentations; packaging; merchandising kits; annual reports; brochures, booklets and manuals.

THE NAME IS KLEB STUDIO. We're located at 3 West 46 Street, New York City. Phone number: CI-6-2847. If you have a sales promotion problem, let's talk it over.



you make Shiva colors hard to buy!

To the artists of the Americas, we say—Thank You! Once again, Shiva Artists Colors were the fastest selling artists colors in America. This has caused temporary shortages in many areas in spite of our increased production and new machinery. Time consuming aging and grinding of the finest ingredients will continue to make Shiva *superior* in quality.

This year and every year, we shall continue to produce the finest artists colors you can buy—in greater quantities than ever before.

T *hank you*

R. Shiva

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CHICAGO, ILLINOIS

Shiva Standard Oil Colors
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Shiva Original Caseins
Shiva Whites
Shiva Nu-Tempera Designers Colors
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Transparent Water Colors
Shiva Block Printing Inks



How Many Working Hours A Week Do You Waste With These...?

Try a Kimberly Pencil. 600 strength tests prove it stays sharper longer . . . breaks less often than any pencil made here or abroad.

No more sharpening every few strokes . . . no more fuzzy lines. Why? Only General takes the time and trouble—doesn't use high-speed production methods—to produce a lead that's strong enough to keep a needle-sharp point no matter how hard you normally press!

**Try These 3 Kimberly Time-Savers
At Your Art Supplier Today!**

Kimberly Pencils—In 22 accurately graded degrees from Extra B to hardest tracing leads.

Kimberly Refill Leads—In 14 degrees, 5B to 7H. Packed 6 leads to a box.

Kimberly Lead Holder—Push-button type with non-slip grip for sure drawing control and accuracy. Tops are color-coded for lead degree. Test them all 10 days FREE! Write us today on your letterhead for FREE SAMPLES.

*Strength Test results on request:



GENERAL PENCIL COMPANY
69 FLEET STREET, JERSEY CITY 6, N. J.



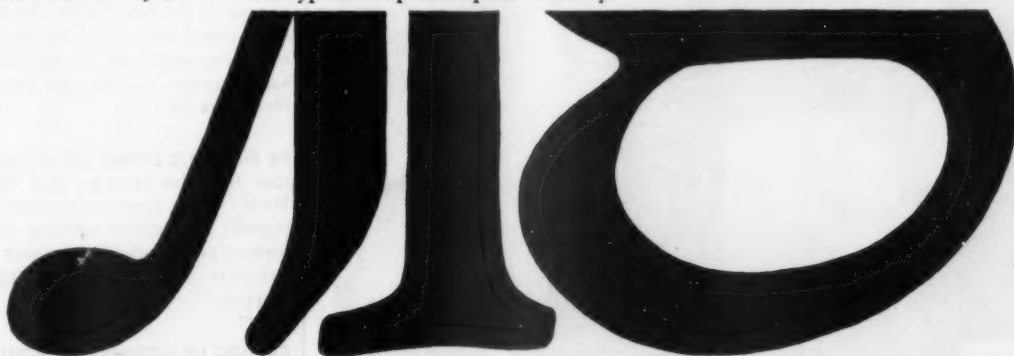


Eldorado Italic is an original design drawn specially to meet the strict spatial requirements of the Linotype duplexing system. Its light color emphasizes the rich texture of the Roman. As a text face it reads smoothly with its even slope and regular spacing. Because some inking effect is designed into Roman and Italic they hold their weight and texture in proofs for photographic reproduction when many faces appear unpleasantly starved. Eldorado is cut in all sizes from 6 to 12 point.

For a specimen write to Mergenthaler Linotype Co., 29 Ryerson St, Brooklyn, NY.

Linotype provides a unique opportunity in Eldorado, a tight-fitting face that economizes with bold and energetic grace. Eldorado competes with Linotype Granjon as a space saver, while its deep color and rich texture make a strong and vital page. Consider the magnified forms of ascenders and descenders; look at the low x-height represented by this block of text; these lie behind the virile texture of the lines you are reading. The design derives from a sixteenth century Parisian Roman, probably one of the first to be cut by Robert Granjon. The parent face was popular in France, the Low Countries and Spain for nearly three centuries; Eldorado is popular in South America and California today but seldom used in the rest of the United States, a useful design awaiting discovery by those who need a distinctive and powerful typeface of proven spatial economy.

texture
for
typographers
**Linotype
Eldorado**



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WHITEHALL 4-6809



HENRY ROBERTZ, DESIGN HERB KANE, ILLUSTRATION

what's new

(continued from page 29)

BLACK LINE INTERMEDIATE PAPER which offers fast speed and reprint density for increased print production is 102 ITF, developed for drawings, office copying, etc. Advantages are listed as: extremely high opacity for greater covering power with ability to pick up fine detail from weak pencil line tracings; 100% rag content high quality tracing vellum base offers good drawing surface for pencil or ink and gives high durability; etc. Ozalid Div., General Aniline & Film Corp., 62 Corliss Lane, Johnson City, N. Y.

20 LABEL DESIGNS with borders printed in gold or silver ink and ready for copy imprint, are offered by Allen Hollander Co., Inc., 385 Gerard Ave., New York 51. They are "able-stik" pressure sensitive, come in five sizes and four shapes: round, oval, square and rectangular. Border treatment differs for each of the 20 designs. Literature and prices from Hollander. Also available: an automatic dispenser which dispenses 2000 or more labels an hr. This is the "able-stik" 2-Way Dispenser. It strips the backing sheet from pressure sensitive labels and feeds them ready for application.

SALES PROMOTION publications, Sales Promotion Showbook and Sales Promotion Ideas, in their first combined issue have as a theme, All About Money. Coins, banknotes, and products with monetary connotation because of design, significance, are shown and discussed. Each combined issue will cover a specific theme or type of product for the field, and include sources of supply. Sample copy free when requested on business letterhead. Sales Promotion Ideas, 300 Park Ave. S., New York 10.

DIE CUT PHOTO POPUPS offered for syndication by Sales Starters, Box 464, Great Neck, N. Y. Pressure sensitive backing permits immediate affixing to letters, folders, etc. Available in choice of photo subjects. Samples, prices from Sales Starters.

CATALOG OF SLIDEMAKING MATERIALS, "Visibility Unlimited," lists uses, prices and general how-to information on material needed to make transparencies for overhead projection. Free from Projection Optics Co., Inc., 271 11th Ave., East Orange, N. J. ●

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CHARLES E. KERLEE

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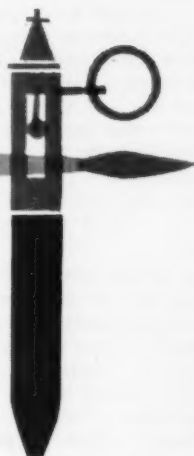
- for brush, air brush, artists' pen or ruling pen
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Artists prefer GAMMA

the universal white that is designed to stay white.

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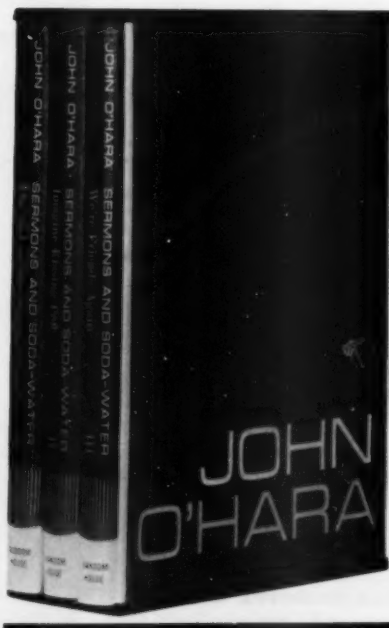
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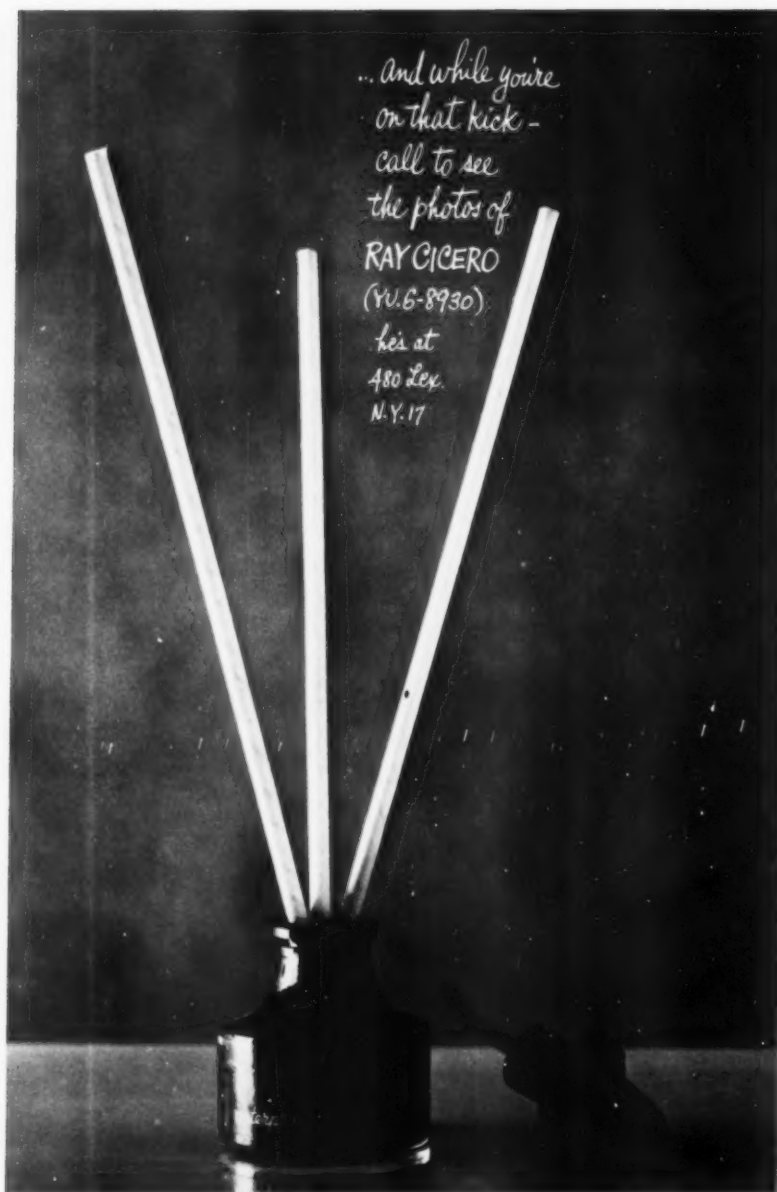
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Forms - Catalogs - Booklets - Mailers - Folders - Listings - Circulars - Charts

films for club programs

(Editor's note: The following list of films and slides is being serialized. Names and addresses of distributors, explaining the code letters at the end of each listing, appeared with the first installment in December 1960, will be repeated with the last installment.)

- BRUSH IN ACTION.** 11 min. B/W. \$3. Techniques of washing, toning & emphasizing surface texture; flat & round brush versatility. IFB.
- BRUSH TECHNIQUES.** 11 min. \$4. Eliot O'Hara demonstrates water color landscape painting techniques. EBF.
- BULLETIN BOARDS.** 11 min. \$5. Their functions as an educational tool. IFB.
- CHICAGO HISTORICAL SOCIETY.** 10 min. \$3. Relics & replicas of famous personages, furniture; portrait exhibits & painting restoration. IFB.
- CHINESE BRONZE OF ANCIENT TIMES.** 16 min. \$10. Designs of ceremonial vessels. CFI.
- CHINESE CERAMICS THROUGH THE AGES.** 20 min. \$10. Their evolution from Neolithic earthenware to pure porcelain. CFI.
- CHINESE PAINTING THROUGH THE AGES.** 20 min. \$10. How China evolved theory & practice—what it offers world art. CFI.
- COLOR KEYING IN ART & LIVING.** 10 min. \$4. Eliot O'Hara demonstrates color relationships. EBF.
- COLOR MAGIC.** 23 min. Nature & behavior of colors; good & bad applications of complementary, advancing & retreating colors. An Interchemical Corp. film. MTFS.
- COLOUR.** 15 min. \$7.50. Manifold, essential functions of color in modern life. A B.I.S. film. CFI.
- CONSPIRACY IN KYOTO.** 20 min. \$4. Ancient Japan's narrative scrolls, including the Ban Dainagen, circa 1175 AD. SFMA.
- CONTEMPORARY ARTISTS.** 11 min. B.W. \$3. Sculptor Ivan Mestrovic, Artist James Montgomery Flagg & W.T. Benda, mask designer. IFB.
- CRAYON RESIST—A MODERN MEDIUM.** 6 min. \$3. Varied uses of crayon & rubber cement as resists to water color or tempera washes. IFB.
- CREATING CARTOONS.** 10 min. \$3. Humorous animation principles. IFB.
- THE CREATION OF A PORTRAIT.** 11 min. \$4. A.F. Warshawsky demonstrates essential steps. EBF.
- CREATIVE DESIGNS IN PAINTING.** 1 reel. Silent. \$2. Produced by Elias Katz. IFB.
- CREATIVE PAINTING OF LANDSCAPE.** 1 reel. Silent. \$2. Produced by Elias Katz. IFB.
- CREATIVITY.** 10 min. \$4. Illustrations of man's creative powers, with visual quotes from past and present art, literature & science greats. NYU.

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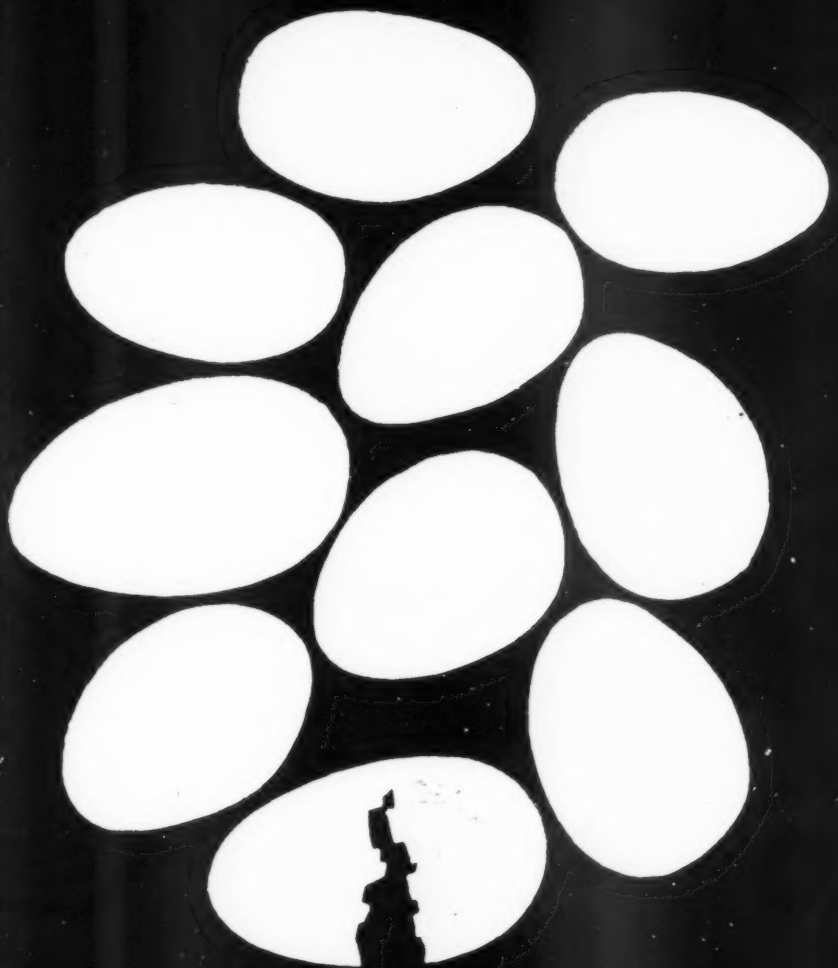
Polar Superfine Enamel
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NORTH STAR OFFSET PAPERS

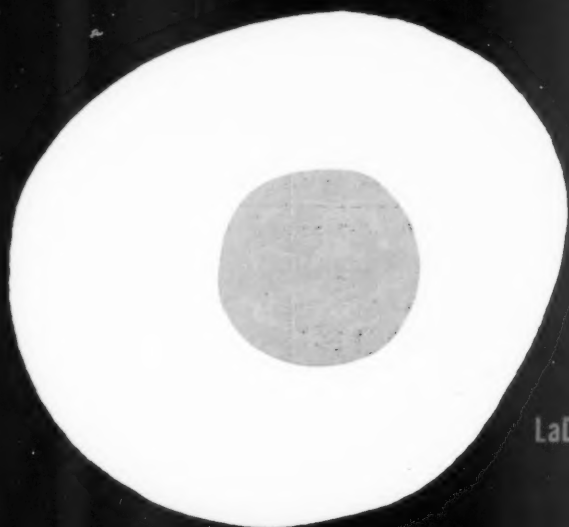
Polar Offset Enamel
(for this insert, basis 25 x 38-100 lbs.)
Polar Offset Enamel Dull
Maineflex Offset Enamel
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SALES OFFICES: NEW YORK • CHICAGO • BOSTON



to make an omelet, you deliberately break eggs!



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Art Di

films for club programs

(continued from page 40)

- CUBISM.** 7 min. \$3. Animated diagrams explain multiple viewpoints, transparency illustration, flat & decorative space, movement by design repetition, etc. IFB.
- IL DEMONIACO NELL'ARTE.** 16 min. B/W. \$10. The demon in art—an exposition by Enrico & Carlo Castelli Gattinara. CFI.
- DESIGN.** 10 min. \$5. Methods & uses of 2-dimensional designing with animated drawings. IFB.
- DIRK BOUTS.** 9 min. \$12.50. Work of the Flemish Renaissance primitive. CFI.
- DONG KINGMAN.** 15 min. \$15. American-Chinese painting; directed & photographed by James Wong Howe; narration by Edmund Ryan. CFI.
- DRAWING A PORTRAIT.** 10 min. \$4. Basic steps demonstrated by Eliot O'Hara. EBF.
- DRAWING WITH PENCIL.** 11 min. B/W. \$2.50. Design, thumbnail sketching, sharp lines, broad masses & varied textures, demonstrated by Theodore Kautzky. EBF.
- DREAMS THAT MONEY CAN BUY.** 70 min. \$100, for audience over 200. 7 visions of contemporary artists—an avant-garde phantasmagoria. CFI.
- DRYPOINT—A DEMONSTRATION.** 30 min. Silent. \$4. Frederick H. Hall illustrates process. IFB.
- 1848.** 22 min. \$10. French Revolution lithographs of Daumier, Gavarni, Decamps et al; French commentary. FI.
- ELECTRONIC COLOR ABSTRACTIONS.** 56-print exhibit of electronic oscillons, by Ben F. Laposky. SM.
- ENCAUSTIC BY KARL ZERBE.** 18 min. \$8. The technique of painting with hot wax, known in ancient Egypt & rediscovered in the 1930s. NYU.
- ENAMELING ART.** 12 min. \$6. Basic principles. IFB.
- THE ETCHER'S ART.** 32 min. Silent. \$4. Frank W. Benson demonstrates process. IFB.
- EXPLORING IN PAINT.** 11 min. \$5. Webster Anderson demonstrates freedom in approach & experiment. IFB.
- EXPLORING CASEIN.** 31 min. \$5. Versatility demonstration by Henry Gasser. MG.
- THE EXPRESSIONIST REVOLT.** 10 min. \$10. Detroit Institute of Arts' German Expressionism collection. FI.
- EYE OF AN ARTIST.** 21 min. \$9. Dewey Albinston presents a lesson in observation. IFB.
- THE FINGER PAINTING OF WU TSAI YEN.** 11 min. \$9. Documentation of a rapidly vanishing preconceived-composition Chinese art technique. IFB.
- THE FLOWER & THE STRAW.** 9 min. B/W. \$5. Etchings & words of George Cruickshank, Dickens' illustrator. FI.
- FLEMISH PAINTING, 1440-1540.** 10 min. \$10. Medieval artists' moods & viewpoints. (Detroit Institute of Arts collection). FI.
- FLEMISH PAINTING, 1540-1640.** 10 min. \$10. From Pieter Bruegel the Elder to Rubens. (Detroit

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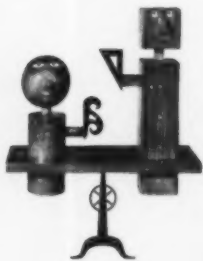
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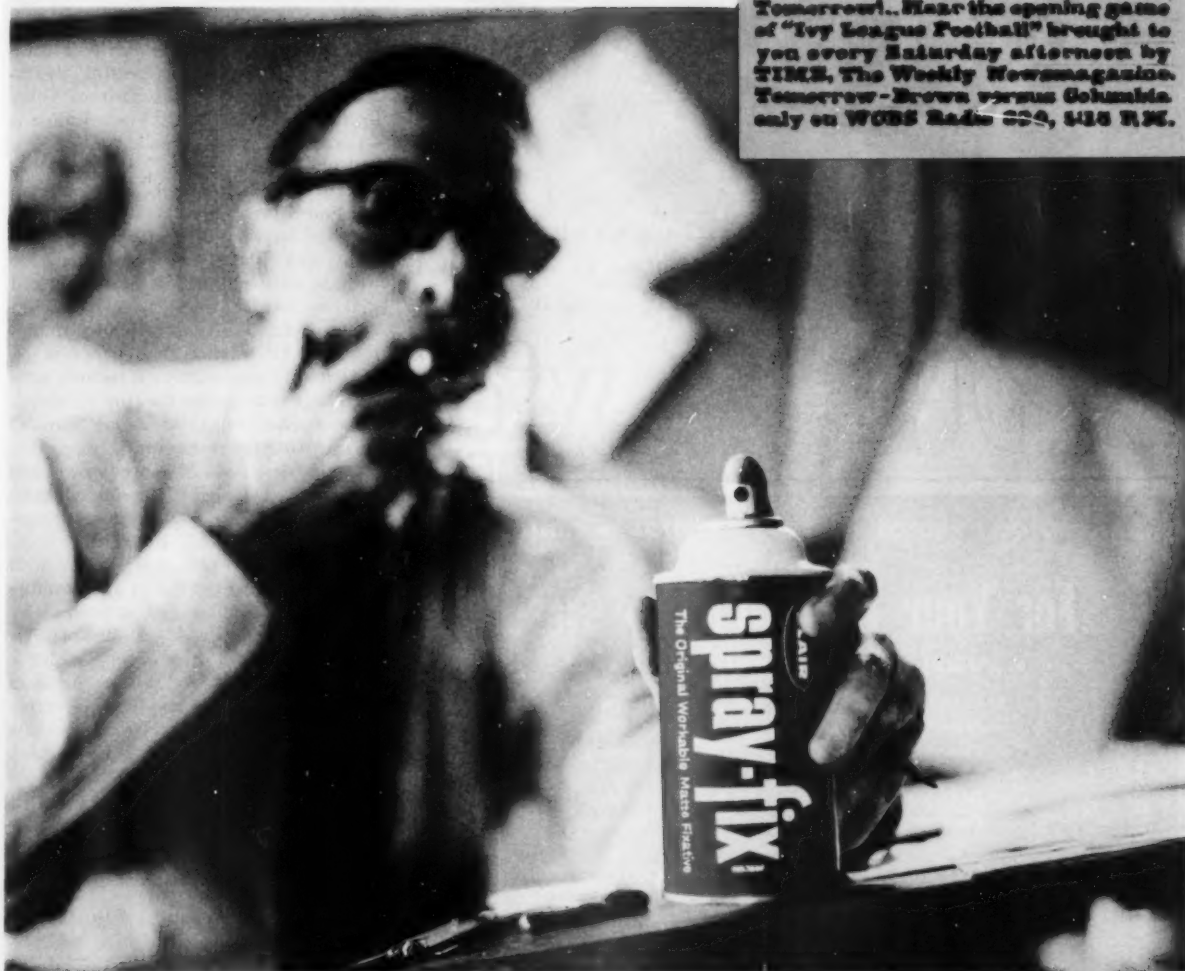
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This ad was prepared for the CBS Radio Network by Herb Lubalin,
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to the AD,
printer, job planner*

Grain direction, a machine-made paper characteristic, is determined by a combination of fiber length, beating, hydration, loading and adjustment of Fourdrinier speed and shake. The cellulose is separated into sliver-like short-long fibers, which flow parallel to each other like logs in a stream. As the paper web forms on the Fourdrinier, the screen's directional flow and lateral vibrations mat the fibers into a single sheet, positioning them side by side in the direction of travel, and shaking them until they cohere. Grain is the direction the screen follows. In drying and calendering, the paper is re-stretched in the machine direction, with shrinkage restricted to the cross direction. Paper stresses and grains become "frozen" and structurally important.

Two different sides: No sheet's two sides are identical. Upper (felt) side has most of the solid pulp matter, closer formation, less grain due to better fiber crossing, more short fibers, more loader, with fibers longer in suspension and forming irregularly, crosswise and at angles. Under (wire) side has longer fibers, largely formed parallel to the screen direction, less criss-crossing, size, filler and short fibers—more nearly pure fiber, more porosity and pronounced grain because fibers lie more definitely in the machine direction.

Humidity's influence: Air-exposed paper emits or absorbs moisture or remains constant. Major stretch or shrinkage occurs across the fibers. Low humidity dries, shrinks and tightens open-skid exposed edges, the dry air sucking moisture, fibers thinning but not necessarily lengthening. Wavy edges may cause sheet wrinkling when a sheet prints against the cylinder. Problems occur if the job calls for a solid plate all around and over a border.

Hard papers, such as sulphite bonds, stretch and shrink more than soft stocks because their fibers are well hydrated and tightly integrated. Coated generally change less than uncoateds, because the minerals in the coatings deter moisture changes.

Curl: It occurs when one side expands or contracts more than the other. Two sheet edges may curl up, the other two

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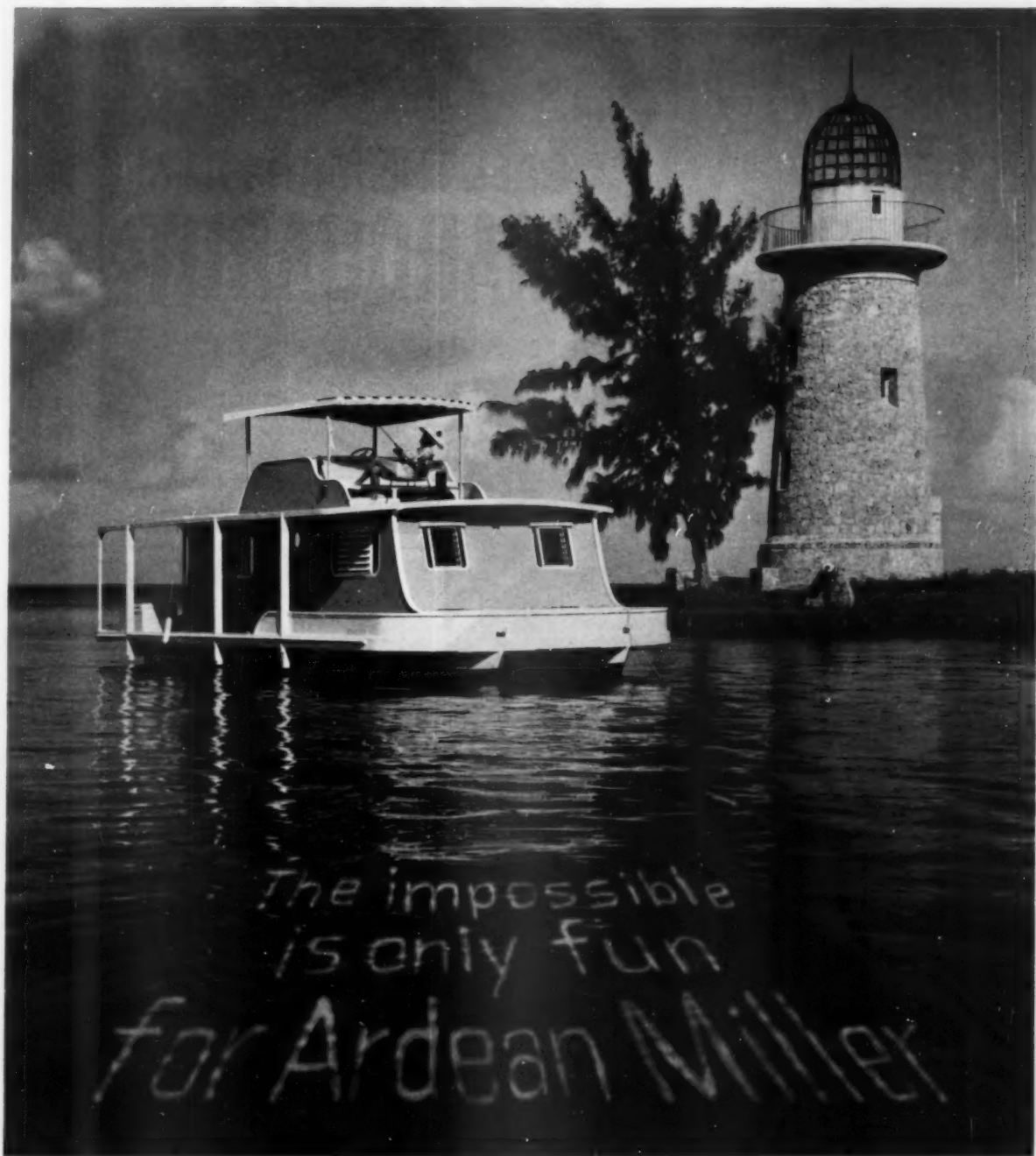
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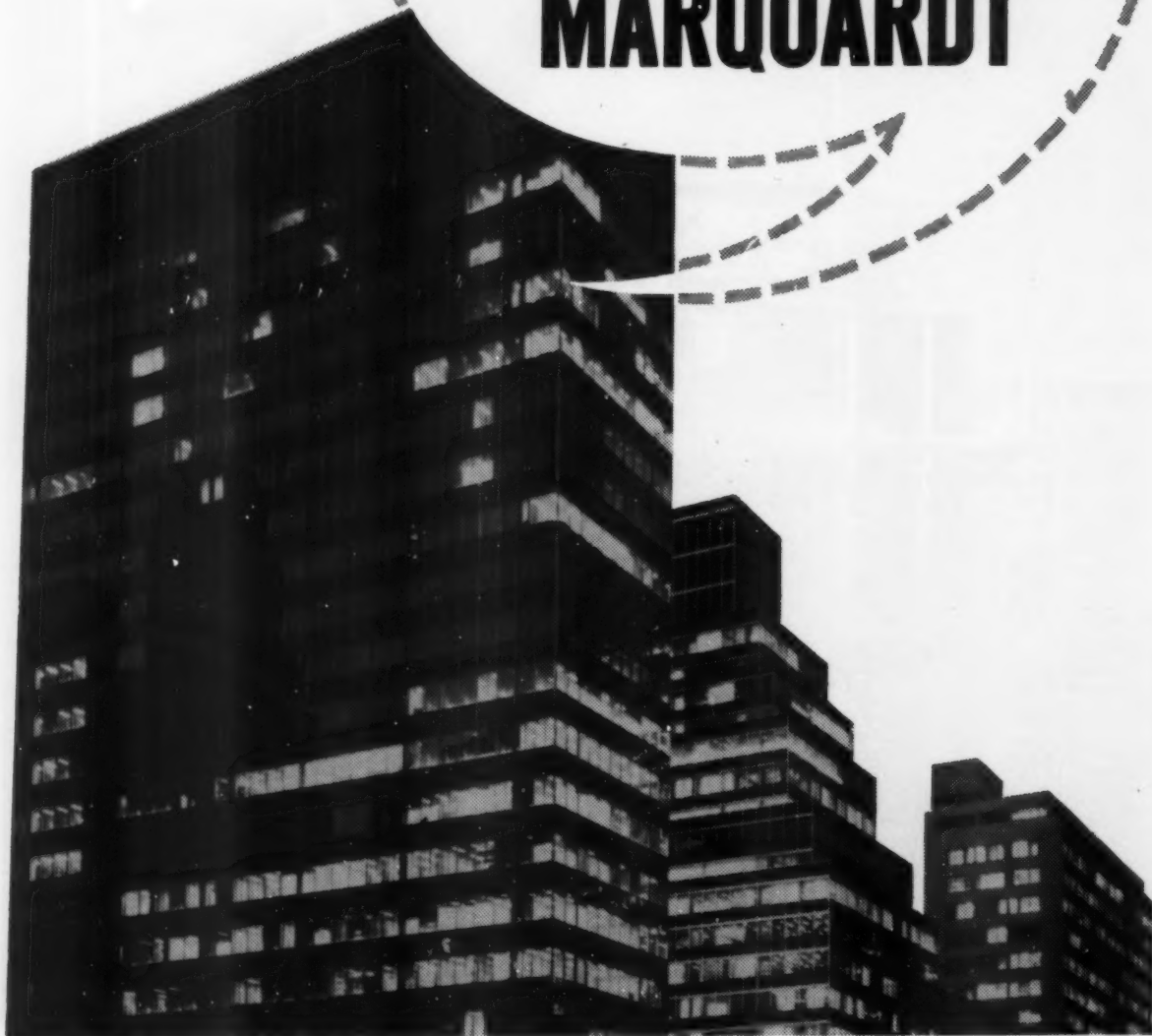
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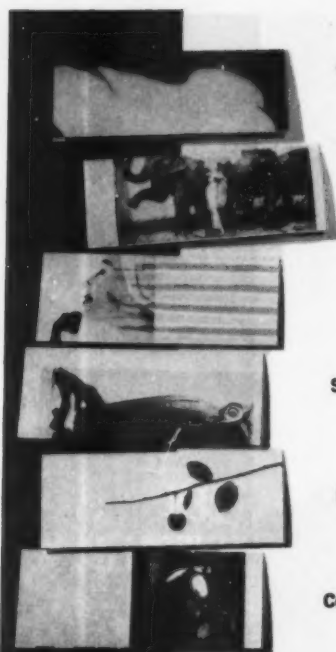
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paper grain direction

curl down. Rarely does curl develop with the curled-up edge running at right angles to the grain. Label papers' curl is due to the two sides' varying expansivity. Straight grain paper takes on a permanent curl if kept too long in the case.

A sheet's bottom side contracts more readily, and more so, than the top side, the edges drawing towards the bottom and paralleling the grain, with the draw across the grain. When dry air shrinks uncoated or coated-2-sides papers, sheet edges draw from the top towards the bottom.

Printing problems: Continuous offset squeegee impressions may cause nip, distortion or wrinkling. The leading and trailing edges of light-base-weight offset papers, where strains are primarily in the grain direction, tend to curl down as the sheet comes off the press. The top surface shrinks when water releases strains. The ends draw up as fountain moistening of imprinting areas causes top-sheet expansion, mostly in the cross-grain direction. When penetration or evaporation alleviates applied surface moisture, the sheet flattens out again, then tends to curl at the ends.

To minimize potential dimensional flux and provide for register control, offset stock is generally specified grain long, with grain direction the long way on the sheet, parallel to the press cylinders' axes. The sheet's printing direction is mostly opposite to the grain.

When the grain is across the plate or press, overall dimensional changes are reduced. The direction of the greater stretch or moisture-shrinkage is in the sheet's shorter dimension. The offset plate cannot be dimensionally altered laterally if the paper stretches or shrinks in that direction. Register can be best controlled by feeding the sheets in the cross-grain direction. In sheet-fed offset printing, where tackier inks prevail and the sheet travels in its weakest direction, an embossing and tail-end book curl is frequent. This problem also occurs, to a lesser degree in letterpress printing. Here individual plates can cope with distortion.


Understand the printer's problem: If his paper has "gone out" (changed size) between impressions, the printer is hard put to make successive colors print to fit first color or colors. By adjusting the packing, he can up or lower the curved plate's circumference. By shifting cylinder packing from plate to blanket he may, to some extent, compensate for stretch or shrinkage in the feeding direction. Rapid wet-process color printing, with no drying in between, avoids this distortion problem

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paper grain direction

Grain-short stock isn't normally used for multi-color printing unless it's perfectly flat as register can become a hazard. It can be run on 4-color presses and is sometimes specified for b/w or single-color printing where good folding, economical layout and register aren't problems. However, feeding problems along the gripper edge can develop if the paper is wavy or tight-edged.

Folding strength: Strong-bodied paper can lack smooth foldability. Coateds are expected to print well and fold without fracture, with minimum flaking or cracking at folds. Strength derives from fiber length and cohesion, foldability from fiber flexibility. Improperly grained paper can tear in folding. Its coating may flake at folded edges. A cover with a heavy color imprint can crack in the fold. Long fibers make for tearing strength, desirable in book or cover papers, and enables paper to withstand arduous mechanical folding.

Job examples: Brochure: Grain direction should parallel binding edge to expedite binding-machine handling, minimize warping, curl and fold variations and solid-color cracks. Handling a brochure, according to Kenneth D. Macdonald, vice-president, Albert H. Vela Co., and past president, Master Printers Section, N. Y. Employing Printers, "you experience a distinct fingertip sensory perception that tells you instantly whether it's been printed grainwise or across the grain—it's more pleasing to feel when printed correctly."

Forms: Where the job's nature dictates closest possible dimensional accuracy, such as forms wherein typewritten data must fit exactly into prescribed spaces, grain and printing direction will be the same.

Multi-folds: For printing an upright $5\frac{1}{2} \times 8\frac{1}{2}$ multi-color booklet, grains should be long way on the 23×35 sheet from which a 32-page signature is to be printed. Glued or stapled, it should parallel the binding edge.

Covers: They should always fold with the grain.

Envelope stuffers: As they fold tightly, grain direction should be with the fold to avoid cracking.

Outdoor posters: As 60 and 70-lb. soft pulp paper is mostly used, grain direction is a minor factor. Shrinkage, if any, may occur across the grain.

Summary: Regarding grain direction, the AD must decide whether printing or folding quality is more important and should consult, his production man or printer.

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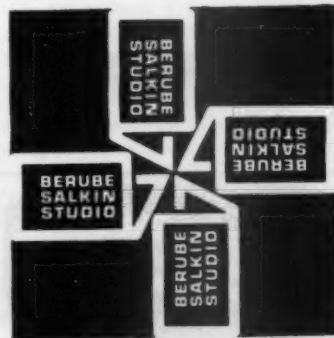
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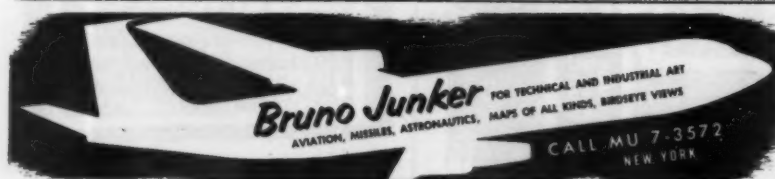
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trade talk

ART DIRECTORS BALTIMORE: Paul

Hagan returned to Baltimore and to Lionhill Studios after New York stay at McCann-Erickson... **G. Lowenberg** did ADing for new line of Children's Books and new language sets in Gateway Albums, both produced by Ottenheimer Publications... **Bob Means** and **Harry Segvin** opened a new art studio at 2103 N. Charles St., CH 3-5544... **Mead Paper Co.** annual award for a promotional piece went to **Gilbert Sander Agency**. Designers were **Carol Remley** and **Irv Yaniger**. Client, L. Grief & Bro... **Creative Arts Studio** of Washington, D. C. opened local office with **Don Culbertson** as sales rep. He was with Walton & Hoke. CAS, 516 N. Charles St... DALLAS: **Bill Taylor** to 409 Tower Petroleum Bldg., RI 8-7643... DAYTON: **Donald L. Boyus**, with Parker Advertising since 1958, promoted to AD... DENVER: **College of Journalism of University of Colorado, Boulder**, and the **Denver Advertising Club** presenting 11th annual series of programs on advertising practices. Held for journalism students at the CU campus, the series to run through Jan. 11. HOLLYWOOD: **Bob Rawdin** named AD and **Mel Weiss** PM at David Olen Advertising. Rawdin's from Weinberg Advertising, and Weiss is from L. W. Frohlich and Victor A. Bennett Co., both New York... MEMPHIS: **Charles Cantrell** named a vp at Greenhaw & Rush... **Mary Dean Richards** teaching beginners' class in advertising at Memphis Academy of Arts. She will ask ADC members for special lectures... MINNEAPOLIS: **Kermit Downs**, who was asst. director of Louisville Art Museum, now AD with Campbell-Mithun... NEW ORLEANS: **Tilden Landry**, who operated his own art studio, now creative director of Robert Kottwitz Advertising. RKA, recently moved to Whitney Bldg., was one of Landry's clients... NEW YORK: **Andrew Armstrong** from Leo Burnett to Compton as a vp and member of the plans board... **Clark L. Robinson** joined Ketchum, MacLeod & Grove as creative director, local office. In his newly created post he will supervise art, copy and production in coordination with **William E. Pensyl**, vp/director of creative service, Pittsburgh. Robinson was with Cunningham & Walsh as a senior AD... Creative dept. realignment at Fletcher Richards, Calkins & Holden: **Sanders Maxwell**, in new post of vp/director of creative services; **Wolfgang G. Lieschke**, exec AD; **William D. Putnam**, copy chief; **Bernard Eckstein** continues as art dept. mgr. Maxwell came from Y&R, Lieschke was with C&H before merger with FR and continued in the new setup, Putnam was upped from copy supervisor... **Kurt Welts** from CBS-TV to

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trade talk

Papert, Koenig, Lois. At CBS for 12 years, he was closely associated with the late William Golden in creating CBS advertising and promotion... **Albert Kendall Burwinkle** from Grant, where he was vp/art dept. head, to Geyer, Morey, Madden & Ballard... **Harold P. Gerhardt** appointed a vp and assoc. exec director for tv art at DCSS... 3 ADs upped to vps at Lennen & Newell: **Beverly G. Ellis**, **Max D. Johnson** and **Arnold Nodiff**... **Ben Swedowsky** was promoted to group head art supervisor, Ellington & Co.... **Albert P. Herbrecht** named asst. AD, Marsteller, Rickard, Gebhardt & Reed... **Harvey Toback** now exec AD, Mervin & Jesse Levine... **Tony Zules**, formerly group AD at Grey, now exec AD at Monogram Art Studio... **Roger J. Heins** now directing/managing Tower Studios. Heins had been exec AD of Remington Rand... **Leber & Katz** promoted **Arthur Youngclaus** to art dept. mgr. **Elinore Gustafson** was named his assistant... **Howard A. Schneider**, from Guild Films to E. D. Gottlieb Co. Gottlieb moved to 10 E. 49 St.... **Ted Palmer** from Adams & Keyes to Leonard F. Fellman Co., which moved HQ from Philadelphia to New York... **Tom McGowan** from Weiss & Geller to Jules Rabin Associates, Valley Stream, as asst. AD... **Reid Miles** to Burdick & Becker... At NYU, **Abril Lamarque** conducting workshop-lecture course on editorial layout design for company publications. Tentatively scheduled for Jan. 26-27, also later dates this year... **Dr. Robert L. Leslie**, director, The Composing Room, and his associates **Aaron Burns** and the late **Hortense Mendel** arranged for the publication of experimental work of four American graphic artists, in the West German graphic arts magazine *Der Druckspiegel*. 16-page showings of work by **Lester Beall**; **Brownjohn**, **Chermayeff & Geismar**; **Gene Federico**; and **Herb Lubalin** will appear over several months. The series, "About U. S.", has text commissioned by Dr. Leslie and written by **Percy Seitlin**. German born typographic designer **Klaus Schmidt** now with DDB provided German commentary. The Composing Room will distribute the special signatures here... **Vincent Trotta's** son **Elliott D.** who is with Bishopric, Green & Field, Miami Springs, won two awards (for newspaper art and for general illustration) in Miami show. Last year, racked up the same record. The elder Trotta is a life member of NYADC... BBDO AD **Robert Halpern** married **Terri Jacobs Cobbs**, ad director, Playgram Publications, Palisades Park, N. J.... NIAGARA FALLS, N. Y.: **A. Richard De Natale** has been appointed manager of new graphic design branch, marketing div., Carborundum Co. He had been director of graphic design, Reynolds Metals... OMAHA: **John Andrews** joined Dow Co. as AD/vp. He had an art

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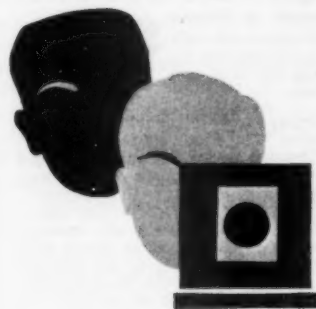
trade talk

studio specializing in livestock and poultry illustration . . . **PITTSBURGH:** **Armando J. Poste** was named a vp at Jay S. Reich Advertising . . . **ST. LOUIS:** Packages designed by **Virginia G. Zimmer**, member of ADC, won silver award for notions and allied lines, in 24th annual variety store packaging contest. Client, Belt Corp. . . .

ART & DESIGN

AKRON: **George J. Kalman** now with Arrow Advertising Art as designer/illustrator. Had been package designer with Smith, Scherr & McDermott . . . **BALTIMORE:** Kramer-Bodine added **Jane Stricklen** . . . **CHICAGO:** **STA** added **Robert F. Lipman**, **Robert A. Cosgrove**, Cincinnati, and **Morris Lebowitz**, Rockville, Md. . . . **Chicago Academy of Fine Arts** added **Ralph Chevis**, ad design, and **Nat Mayer**, illustration. Chevis was asst. AD with CCA. Mayer worked in New York and Chicago . . . Fund raising committee for **Visual Arts Center** is headed by **Alex Yaworski** . . . **Kittle Grace** here now, 211 E. Delaware Pl. . . . Local contest for TB Christmas seal design was won by **Lilli Tschumi**, designer, publications dept., Portland Cement Assn. She is attending University of Chicago, fine art dept. Second and third place winners were free lance artists **Al Reetz** and **Diane Von Eltzen**. Judges, FCB AD **John Breunig**, Jordan, Sieber & Corbett creative director **Bill Wilson**; Simoniz Co. ad mgr. **Frank Levett**. **Dorothy Klenast** was AGC chairman . . . Illustrator **Art Kehrt** returned to Handelan-Pedersen after year in California . . . **Dave Hirsch's** Pattern Studios now at 203 N. Wabash with addition of **Alan Aarons** as vp in charge of art and production . . . From NLB to the west coast: AD **Tom Durfee** to Guild, Bascom, Bonfigli . . . **Jim Sherman** teaches at Northwestern, downtown Chicago campus . . . **Robert Carey** from Fulton Morrissey, to Leo Burnett as collateral AD . . . AD **Howard Duffin** to Bloomington, Ill. with Illinois Farm Supply Co. move . . . Letterer/calligrapher **Clarke Jackson** with 35-year-old Stevens-Gross Studio, in expansion move . . . Caricaturist **Lenn Redman** retiring . . . **Railway Express Agency** offers reduced rates for certain art supply items. For details, from local Railway Express agency, or from **Natl. Art Materials Trade Assn.**, 360 N. Michigan Ave., Chicago 1; attention **Frank M. Cushman Associates** (transportation consultants for NAMTA) . . . **DETROIT:** **Frank Savage** from New Center Studios to MacManus, John & Adams as AE on Dowgard and Dow automotive products . . . **Thomas O. Tische** from C-E to Ayer . . . **Ray J. DeFrancesco**, project designer for Chrysler, industrial design dept., won the

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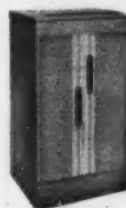
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trade talk

\$500 award for outstanding painting in any medium, from Natl. Religious Art Exhibition, Birmingham, Mich. His was a watercolor . . . **Group Productions** to 3600 W. McNichols Rd. . . . For monthly mailers listing Michigan art events, as well as product offerings, write for **Palette Patter**, Lewis Artist Supply Co., 6408 Woodward Ave., Detroit 2 . . . FT. WAYNE: **John C. Butler** from Poorman, Butler & Assoc., Muncie, to Louis E. Wade Inc. here . . . HAMILTON, O.: **David L. Belew** from Rowe & Wyman Advertising, Cincinnati, to Beckett Paper Co. as director of advertising and sales promotion . . . LOS ANGELES: **Norm Gollin**, free lancer, ad design teacher at Chouinard and a judge of the Western Exhibition, also appeared as guest speaker for Western States Advertising Agencies Assn. . . . **Bob Klein** and **Alan Barzman**, former gen. mgr. and chief writer for Freberg, Ltd., now opened own creative, production and consulting firm, Klein/Barzman, 706 N. La Cienega Blvd. . . . **Jerome Gould** predicts a new beer bottle shape. One point in his Hollywood Ad Club talk on new concepts of packaging . . . **Jack Broberg**, former sales rep for Lockheed Aircraft, now marketing associate with Studio Artists . . . **Galaxy Advertising** to 3717 Wilshire Blvd., DU 5-2971, for ads, 3719 Wilshire, DU 5-2976, for pr. . . . **Mike Hinge** of New Zealand, freelancing from 533 S. Harvard Blvd., DU 7-9314. Most recently with Herald-Express promotion dept. . . . A \$2000 graphic arts competition to encourage fresher approaches to motion picture advertising and background art has been established at **UCLA** by 20th Century Fox producer **Jerry Wald**. \$1000 will be awarded in January, the remaining \$1000 in the spring. Judging for the first competition on Jan. 12. Details from UCLA art dept. office, Art Building 1118 . . . MARSHALL, MICH.: **St. Regis Paper Co.** sponsoring 2nd annual collegiate packaging design contest. Details from **William R. Biggs**, Crowell Carton Co., Marshall. One of the packaging industry judges, just named, is **Robert D. Glidden**, vp in charge of paper operations, Personal Products Corp., Mil-town, N. J. Deadline is April 30 . . . MILWAUKEE: **Alfred G. Pelikan**, director of art, Milwaukee public schools, was elected a life fellow of the International Institute of Arts and Letters . . . NEW BRUNSWICK, N. J.: Illustrator **Tom Eaglin** from Dayton and Cincinnati to this city, though continuing realistic and decorative-humorous art for Geo. A. Pfau Publishing, Dayton, and Standard Publishing, Cincinnati. New address, Box 942, New Brunswick . . . NEW YORK: The first annual Kaufmann Inter-

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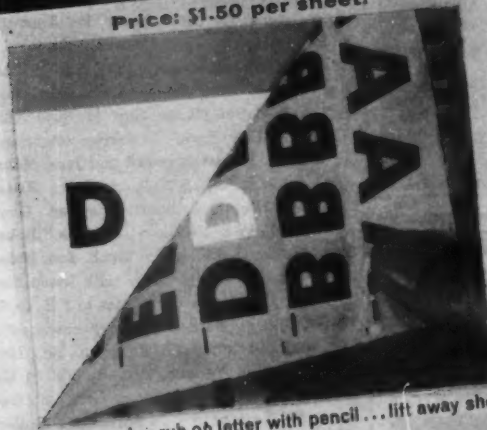
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trade talk

national Design Award, \$20,000, was won by **Charles and Ray Eames** . . . A graphic arts education fund has been established at **Cooper Union School of Art and Architecture**, as a memorial to the late **Hortense Mendel David**. Contributions should be made payable to The Cooper Union, and sent to Dr. Robert L. Leslie, Composing Room, 130 W. 46 St. . . . **Packaging Institute** elected **Lawrence H. Zahn** president. He is director of purchasing and package development div., CIBA . . . **Natl. Cartoonists Society** meets last Wednesdays every month, at Lambs Club, 128 W. 44 St. Shop talks begin at 6 p.m., dinner meeting at 8. Reservations for both (dinner, \$5) with secretary **Marge Devine**, SH 3-6510. Recent shop talk program was on relationship of cartooning to design. Speakers, **Rudolph De Harak**, **Jerome Snyder**, **Henry Wolf**, **Milton Glaser**. For Jan. 25 program, call Devine . . . **Edward N. Hoffman**, formerly head of Hoffman-Manning agency, now exec vp at Preiss & Brown . . . **Lippincott & Margulies** publication, **Design Sense**, urges "systems marketing", a total concept plan of selling. A thorough understanding of the total system is needed before designing, producing and marketing take place, the design firm says, and predicts this will be the trend in the '70s. Other predictions: rapid growth of direct selling, from manufacturer to consumer; "the corporate name" image, the H. J. Heinz approach of single name for wide variety of products, as opposed to P&G approach of separate development and advertising of brands . . . **International Council of the Museum of Modern Art** adopted 5 year program of cultural exchange. Will send first major American art shows to Australia, India, Pakistan, Japan, and architectural shows to Africa, modern paintings to Latin America . . . **René Bouché's** one man show at the Museum of the City of New York, "Only in New York," breaking attendance records . . . **Robert Peyraud** and **Jean Moore**, 535 Lexington, PL 3-2028, now rep **Ariane Biegunex**, **Ralph Brillhart**, **Stephen Chan**, **Rudy DeReyna**, **William Dolwick**, **Robert Eggers**, **Tony Kokinos**, **Vic Livoli**, **Tom Miller**, **Gustav Rehberger**, formerly with Illustrators' Group . . . **Irv Koons Associates** to 8 E. 48 St., PL 2-4130 . . . **Norman Doherty** now assists **AD Herb Stern** in Mel Richman Inc., New York . . . **Bob Yeager**, formerly PM of Mel Richman Inc., NY, now PM of Graphic Directions, 480 Lexington . . . **Paperbook Gallery** opened **Washington Square Gallery**, new art showplace, 239 Sullivan St. at W. 3rd St. **Paul Cummings** of Paul Cummings gallery, 72 E. 86 St., and affiliated with Institute of Contemporary Art, London, is director . . . **Tom Ungerer** has a new book out, "Horrible".

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trade talk

Subtitled, *An Account of the Sad Achievements of Progress*. Published by Atheneum at \$10 . . . **Amsterdam Continental Types** distributed a booklet on the work of **Hermann Zapf**, calligrapher, type designer, typographer . . . **William Steiner**, president of sales promotion firm William Steiner Associates, writing continuing feature on media promotion, for *Publication Management* magazine, published by Galloway, 120 W. 7th St., Plainfield, N. J. . . . **Herbert J. Rohrbach**, formerly assistant to the president, DMAA, now exec secretary of N. J. Society of CPAs, Newark . . . **OAKLAND: Jack Painter** from Patterson-Hall to Kaiser Graphic Arts as art sales rep, contacting agency art depts. **Ken Duffin** of 12 Geary, SF, now repped exclusively by KGA. **Price Burlingame** continues as KGA art rep contacting direct accounts and as lithographic sales rep contacting agency production depts. and direct accounts . . . **PHILADELPHIA: Mary Ann Gilmore** from Packard Press to Mel Richman Inc. illustration dept., as decorative artist. Freelancer **Bob Giandomenico** joined MRI photo div. . . . **ST. LOUIS: Commercial Letter Inc.** won the national award for graphic arts superiority, from **Peninsular Paper Co.**, Ypsilanti, Mich. For mailers designed and produced for Newstead Beauty Shops . . . **SAN FRANCISCO: David A. Williams** appointed director, Advertising Display Associates. He operated his own Tacoma ad agency specializing in sales promotion and POP . . . **WASHINGTON, D. C.: Mail Advertising Service Assn. International** relocated HQ from Detroit to 622 Fifth St., N. W., Washington 1.

PHOTOGRAPHY Bert Stern took over 4 story building at 140 E. 39, N. Y., moves Feb. 1. Will use 3 stories, 1 of them for portraiture . . . Robert Selnick Associates repping **Donald Silverstein** . . . **PPA's** consumer advertising program kicks off this month with children's portraiture . . . Photo-journalist **Louis Renault**, who did many assignments for *Esquire*, was killed in a helicopter crash near Mexico City, after an assignment in Yucatan for *Sports Illustrated*. He had been an art rep for about 10 years in New York, before turning to photography 5 years ago. As an art rep, his clients included his wife Juliet Kida Renault (JKR). . . . **Museum of Modern Art** installed, in 2nd floor galleries, a sampling of 59 photos from its 2600 piece collection. Owns 2900 more photos for study . . . **Edith Paul Marshall**, who is repped by husband **Melvin Marshall**, finished shooting a color assignment on a recent Thursday afternoon for Lambert & Feasley, on the Plax account. A few hours later she entered the hospital to give birth to an 8 lb. girl, **Sabrina** . . .



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CATALOG OF DRAWING AND MEASURING INSTRUMENTS in 124 pp., illustrates and describes each item available from Alvin & Co., Inc., Windsor, Conn. Free. Request on company letterhead.

PORTABLE PUBLIC ADDRESS SYSTEM includes a lectern, a "Roving Rostrum" sound system fully transistorized and battery operated. Enclosed in a lightweight luggage type carrying case, the KX Roving Rostrum has a microphone with gooseneck stand, 10 watt amplifier, 10" heavy duty speaker, output for external speaker, output for a tape recorder, and phono/microphone inputs. Kinematix, Inc., 1616 N. Damen Ave., Chicago 47.

PRECISION HAND TOOLS CATALOG lists, describes and illustrates tools and their applications. Includes refill blades, gouges, punches and routers, interchangeable blade precision knives, knife sets, tweezers, etc. Handicraft Tools Inc., div., X-Acto Inc., 48-41 Van Dam St., Long Island City 1, N.Y.

QUICK 3RD CLASS POSTAL INFORMATION is a brochure of rate tables and specifications, exact mailing costs for pieces of from 4 to 36 pp. in paper weights of Basis 50, 60, 70 and 80. Reuben Coatsworth, Asst. General Sales Mgr., Potlatch Forests, Inc., Box 119, Pomona, Calif.

FACES AND FORTUNES is a 17 min. color film on corporate identification. Traces history of symbols and marks, from medieval period to the present. Illustrates why and how of achieving a corporate look. Produced and directed by Morton and Millie Goldsholl, narrated by actor Hans Conried, scored by Dick Marx. Saul Bass assisted in the early production. Developed by Kimberly-Clark Corp., Neenah, Wis., for use by paper, printing and graphic arts industries. Also distributed to business and service clubs by Association Films, Inc.

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A / D NEWS



Public choice Color page for Armstrong Floors offers 4 illustrations with the 4th being a crop, close up, of 1. Headline, art, and copy bring public "in" the ad game, give importance to artist's contribution. The flooring is a sheet product made of chips in vinyl. Artist painted right on the material.

Credits: ADs Harry Olson and William Gale, BBDO. Artist Harvey Schmidt. Copywriter Ralph Rewcastle. Type director Joseph Armellino, typeface Times Roman.

21st century comes to Seattle in just 16 months

Century 21 Exposition, the first world's fair to be held in the United States since 1940, will open in Seattle April 21, 1962.

It will be a space age fair, concerned with how science will change our way of living in the 21st century—just 39 years away.

The United States Government will be prime exhibitors and countries on both sides of the iron curtain will participate.

Architects, graphic designers, fine artists will play a large role. Not only will

the fair have a major area devoted to fine art around the world, but the entire 74 acres and its buildings, when the fair closes in the Fall, will become a permanent cultural center.

Art exhibits will stress contemporary and future status of painting, sculpture, decorative and graphic arts and filming, in a Pavilion of Fine Arts. Norman Davis, Seattle business man, as vp of art exhibits, heads this program. He is assisted by a committee of directors of leading Pacific Coast fine art museums. Dr. Richard E. Fuller, Seattle Art Museum, is chairman. A \$250,000 fountain, designed by international competition, will center the adjoining mall. The jury is seeking "revolutionary concepts in the movement of light and water, and use of sculpture."

Other fair headlines:

- A monorail will link downtown

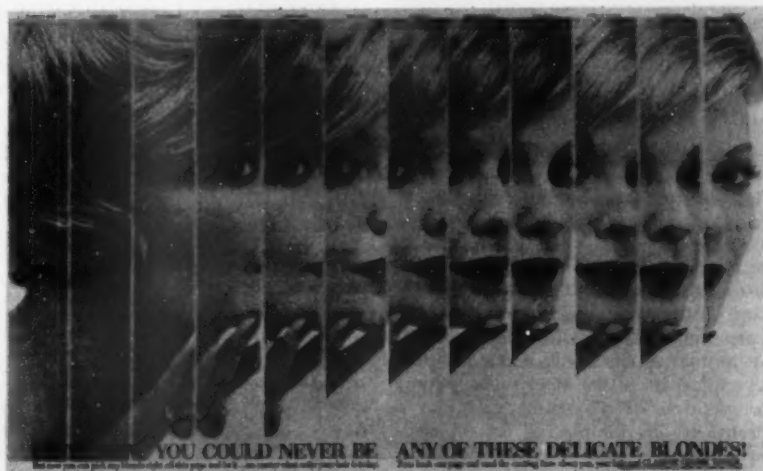
Seattle, a mile away, with the fair. Travel time: 90 seconds.

- Atop the 550 foot space needle, (Seattle's Eiffel tower), will be a revolving restaurant giving the diner a 360° panoramic birdseye view. It will make one revolution per hour.

- A spacearium (by Boeing Airplane Co.) where visitors will experience the sensations of a trip to outer space.

Some designers already working on the fair are Donald Deskey ("World of Tomorrow" exhibit); Paul Thiry, primary architect of the exhibition; Herb Rosenthal, primary exhibition designer; exhibit designers Walter Dorwin Teague and Charles Eames; architect Minoru Yamasaki and architects Naramore, Bain, Brady and Johnson.

Advertising agency is Kraft, Smith & Ehrig.



Done with mirrors One shot refracted and reflected from multiple mirrors. Different hair colors, courtesy the retoucher. This inside double spread of a 3 pp. Clairol ad in NYTimes magazine (first page, all type) is a "human" chart for matching hair shades. The mirror motif will be repeated in 2 pp. ads for other pubs, and the theme

will also be adapted for other ads. Reproduction for different magazine and newspaper stocks posed a problem, due to the range of very subtle hair color shadings. **Credits:** AD Bert Steinhäuser, DDB. Photographer Jerry Schatzberg. Retoucher Fred Greller. Copywriter Carol Ann Fine. Type, Bauer Bodoni Bold head, Bauer Bodoni Book body.

NVPA Day of Visuals deadline March 1

National Visual Presentation Assn. conducts 8th annual national award competition. Entry deadline, March 1; awards banquet, May 23, Hotel Roosevelt; seminars, commercial exhibits of visual aid equipment and products, and a luncheon will be held jointly with the Sales Executives Club of New York, May 23 and 24. Stanley S. Merrell is chairman of the Day of Visuals committee.

Entry categories include motion pictures, slides, transparencies, film strips, graphs, charts, displays. Each category is broken down into classifications such as audiovisual selling tools, public relations, employe relations, educational, point of sale, etc. Entries will be accepted from producers and sponsors of commercial motion pictures, educational institutions, industrial organizations, stores, advertising agencies, community services.

Competition information from NVPA, 19 W. 44 St., New York 36. Exhibition space from Leonard Rogers, Rogers and Agate convention management firm, same address.



IBM annual report wins Financial
for design/typography World's

20th yearly

survey of annual reports awarded a silver Oscar to Henry W. Trimble, Jr., secretary, International Business Machines Corp., for best design and typography in an annual report. This is the only art award made in the stockholder report competition. IBM's report also won a bronze trophy for placing first in office equipment industry category. Standard Accident Insurance Co., Detroit, won the gold Oscar-of-Industry trophy.

Credits: Designer Paul Rand. Cover photography, Art d'Arazien. Type: display, City Medium; body, Garamond No. 3. Stocks: cover, 80# Oxford North Star, Polar White, Dull Coated; body, 80# Oxford North Star Text, Polar White, Dull Coated. Offset by Meehan Tooker Co.



Dotted i is theme for corporate identity program at Imco Precision products, Huntington, N. Y. Project involving trademark, business forms, packaging, advertising, and promotional material was designed and executed by one firm.

Credits: Eckstein-Stone inc.



IDCA elects International Design Conference in Aspen officers are, from left, vice chairman Burton Cherry, president and general chairman H. U. Hoffman, and program chairman Herbert Pinzke. Cherry and Pinzke are Chicago designers. Hoffman, advertising official with Kimberly-Clark, Neenah, Wis., and a former IDCA vice chairman, succeeds William W. Tara, Jr., Los Angeles designer, as IDCA president. Hoffman will serve as general chairman of the 11th annual conference, June 18-24. Theme is "Man, Problem Solver."

SI show Jan. 24-Mar. 4

Tran Mawicke is awards chairman of the N. Y. Society of Illustrators 3rd annual show which falls in SI's 60th anniversary year. Six medal categories include experimental, advertising, editorial, institutional, book, tv and film illustration. The show will be at the club house, 128 E. 63 St. A full dress executive preview will be held. Awards will be presented Jan. 23 when winners will be guests of the society. Reservations for the affair may be made with SI.

Last year's exhibition included 300 pieces chosen from over 3000 submitted from 22 states. This year 3021 entries were received, 845 of them in the editorial category.

LPNA show deadline Jan. 16

All lithographic specimens produced in a commercial printing plant in 1960 are eligible for Lithographers & Printers Natl. Assn.'s 11th lithographic awards competition and exhibit. Lithographers, advertisers, agencies, designers, artists may submit entries. Six awards of equal merit will be given in each of 52 classifications. Entry fee is \$5 to LPNA members, \$10 to others. Winning pieces will be reproduced in a 100-page catalog distributed to printing buyers and lithographers, and will be also displayed in 70 exhibits across the country.

Award certificates will be presented May 2 at the LPNA convention in Phoenix. Informational brochure and entry blanks from LPNA Awards Competition, LPNA, 597 Fifth Ave., New York 17, PL 5-2145.

Book jacket competition deadline Jan. 15

Jackets used on books published in 1960 may be entered in 6th annual book jacket design competition, sponsored by Turck & Reinfeld, New York printers. There is no entry fee. 50 winning jackets will be exhibited in the art library of Donnell Library Center March 1-31. Entry blanks from Book Jacket Competition, Turck & Reinfeld, Inc., 207 W. 25 St., New York 1.

DMAA booklet details idea material

First comprehensive index of more than 2000 direct mail campaigns and 10,000 individual direct mail specimens in the Direct Mail Advertising Assn. library is available free from DMAA, 3 E. 57 St., New York 22, MU 8-7388. Only DMAA members may have the material sent, but others may use it at the DMAA library. File booklet, The DMAA Library and How to Use It, sells for \$2 to nonmembers. The organization offers free copies of a \$5 25 pp. report, The Scientific Approach to Direct Mail, with DMAA memberships which are \$48 each.

Jack Ward Color Service adds quality control dept.

A new series of checks and balances to insure maximum consistency in color processing is operated by a quality control dept. at Jack Ward Color Service, 202 E. 44 St., New York.

The department, supervised by Frank Vitale, checks processing of E-1, E-2, E-3 and Anscochrome with test strips and meter readings, also runs controls on C-22 and P-122. Separate and specific checks are made for consistency in processing "day" and "night" color film. Continuous testing checks whether the "1/4" stops are accurate.



The thrill of danger in exciting b/w photographs makes the current campaign for Walker's DeLuxe bourbon. Headline, copy and layout remain unchanged throughout the series. Italic captions in pictures, top right, identify the shots.

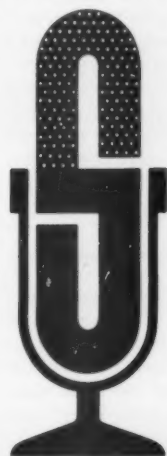
Photographer used a 70 mm camera developed originally for the Dept. of Defense for use in intricate rocket photography. Retooled, it holds 100-ft. rolls of film, each roll, 500 pix. Can shoot 1 picture at a time or sequence of up to 20 per second. To protect the camera from freezing up in below zero temperatures, photographer's wife knitted it "underwear." Credits: AD Martin M. Krein, FCB, Chicago. Photographer Constantin Joffe, Studio Associates. Copywriter Robert Eck. Product photo, Stephen Heiser. Headline, Cheltenham B., text, Cent. Schoolbook.



New duplicate painting technique for outdoor Not silk screen reproduction but actual "duplicate painting" is featured on this embellished painted bulletin by Pacific Outdoor. The company has patented the process and will make it available to other outdoor plants on royalty.

Artist affixes two or more pieces of silk on his easel, paints on and through them. Paints are kept pliable until the entire painting is finished (several days). The pieces of silk (the separate paintings) are separated and dried. The paintings are then applied to cutout or section surfaces. Two or more embellished bulletins can be produced in $\frac{1}{2}$ or $\frac{1}{3}$ the time ordinarily required, though many controls are necessary to avoid shrinkage, wrinkling or blotching.

Credits: Developed by Gino Raffaelli, Pacific Outdoor vp, and artist Fred Ferrari. Both train artists for POA.



Trademark keys radio promotion Straus Broadcasting Group (WMCA-New York, WBNY-

Buffalo and Radio Press International) uses this new symbol for stationery, advertising, on reception room wall and on masonite/plexiglas panels of a portable broadcasting booth. The booth, designed as a promotion, assembles in one hour, has working space for an engineer and two announcers, but is packed in two wooden boxes that fit into a station wagon.

Credits: Symbol designed by Joe Caroff, booth by Art Brenner, both of Promotion Design Associates.



Glamorous brochure for machine/process design lab

AD chose "opulence of artwork, rich texture of brush strokes to suggest ideas and concepts of scientific and technical personnel as well

as physical and visible facilities." Paintings are often double bleed pages, photographs contrast to abstract or decorative illustration.

Credits: AD designer Robert Demougeat, American Machine & Foundry Co. Artist William Steinel, Norman Graber Art Associates. Typefaces, New Caslon heads, Caledonia body. Hamilton Starwhite vellum cover and body pages, Strathmore Blue Cockle onionskin sheets for introductory copy, product listing at back. Bulk of photography, Robert Stahman. Copywriter John Sifton. 5 color offset, printed 1 color at a time. Olive greens and 2 blues predominate, 5th color for heads and logos. Printer Lewis Konecky, Associated Offset.



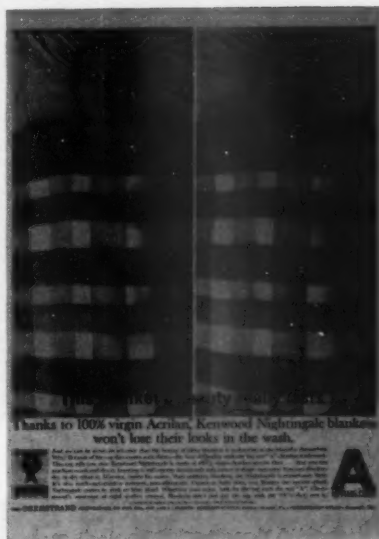
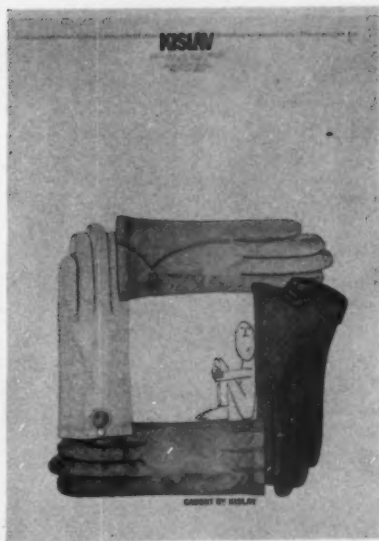
Effectively simple poster treatment for color magazine page sells Narragansett beer.

Credits: AD William Kummman, DCSS. (Kummman is now with JWT.) Photographer Harold Halma. Product photo, Irwin Horowitz. Copy director Howard Foley.

Businesspaper ad awards entry deadline Jan. 31

19th annual competition sponsored by Associated Business Publications is divided into 2 categories. Ad competition No. 1 is for 1960 advertising in merchandising publications, and No. 2 is for ads which appeared in industrial, institutional and professional publications.

A total of 42 awards (21 for each classification) is offered. Each category is subdivided into 7 divisions. Judges will rate objectives of a campaign, reader service, technical excellence, results. Full entry information from ABP, 205 E. 42 St., New York 17.



Fun with everything The market—any market, it seems—is approached with humor. The trend is growing, for products already using it and among products which once never dared use a laugh. Various types of humor are used. Examples here show just a few: before-and-after spoof, broad joke, sophistication.

Credits: Kislav gloves: AD/artist Gene Garlanda, Gilbert; b/w photo by George Meluso; copywriter Rachel Rabinowitz; Franklin Gothic and Lightline Gothic types; sig designed by Garlanda. Diet Delight: AD Cal Anderson, C&W, San Francisco; b/w photos by Dale Dilson Smith; model Pat Carmen; copy chief Fred Manley. Acrilan and Kenwood blankets: AD Ben Spiegel, DDB; photographer Carl Fischer; model Peter Krawchuk; copywriter Monte Gherlter; News Gothic B. head.

Photographic exposition/conference in New York July 30-Aug. 3

70th Annual Exposition of Professional Photography and the 9th Natl. Industrial Photographic Conference, said to be the largest professional photographic show ever scheduled for the east coast, will be held at the Statler Hilton hotel. Sponsored by Professional Photographers of America, the program will also include the annual conventions and trade shows of PPA of New Jersey and the Connecticut PPA. Copies of floor plan, official application forms, space rates and general information from Frederick Quellmalz, Convention Mgr., PPA, 152 W. Wisconsin Ave., Milwaukee 3.

Starch says higher readership attracts more prospects

Refuting criticisms that readership scores do not indicate prospects, Dr. Daniel Starch in a study printed in Advertising Age found that as readership increases, the number of current buyers increases as much. In fact, "the data actually indicate a tendency for a correspondingly greater increase in current buyers."

Dr. Starch's study included the following comparisons: relation between readership of all respondents and those having to do with purchases; relation between readership level and purchase level; relation between readership level and ownership of make. In each case, the buying rise followed the reading rise.

Dr. Starch concluded: "Only advertisements using extremely eccentric attention tricks could conceivably attract hordes of mere curiosity seekers and at the same time repel owners, buyers and prospects. In the case of normal, well designed advertisements, readers and those interested in the product would be expected to parallel each other at all levels of readership."

Too much 'creativity'? 'yes'—agency leader 'no'—POS industry

Visual creativity does not deserve more emphasis than other branches of selling, according to Marion Harper Jr., chairman and president of McCann-Erickson. Speaking before American Newspaper Publishers Assn., he emphasized, "Advertisers are not spending billions to decorate the various media. . . I'd recommend that we let others decide whether advertising can claim the word creative to the same degree attributed to the fine arts."

(continued on page 83)



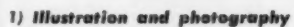
WHAT'S NEW...WHAT'S BEST

Art Direction's critic panel watches direct mail, displays, illustration, photography, packaging, newspaper ads, consumer and business magazine ads, posters, TV

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Art Dir

DO-CONDUCT COOKIES



with daring, originality in big picture, big type format. Colorful paint, torn paper illustration, actual cookies and ribbon medals, photographed by engraver. White type, black background.

Credits: Artist Tomi Ungerer. ADs Otto Storch, William Cadge, McCall's.

2, 3) Collaborative design

A redesign job on all packaging and

labeling for Kimberly-Clark's Business Papers was done by two designers, one, on the west coast, the other in the midwest. Designs and colors varied for items in the series.

Credits: Designers Saul Bass and Mort Goldsholl. Quill design in gold on white background. Penpoint design in blue and green, with 3rd color created by transparent overprint of both colors.

1) Karl Fink, vp.
Past president,
director, Pack-
age Designers
Council.

2) Georg Olden,
is group art su-
pervisor, BBDO.

3) Garrett Orr,
Eastern AD,
Outdoor Adver-
tising, Inc.

4) Robert DeLay,
president, Direct
Mail Advertising
Adm.

5) Peter Palazzo,
advertising &
visual director of
Henri Bendel.

6) Leonard Rub-
enstein, vp in
charge of graph-
ics, Clinton E.
Frank, Inc.

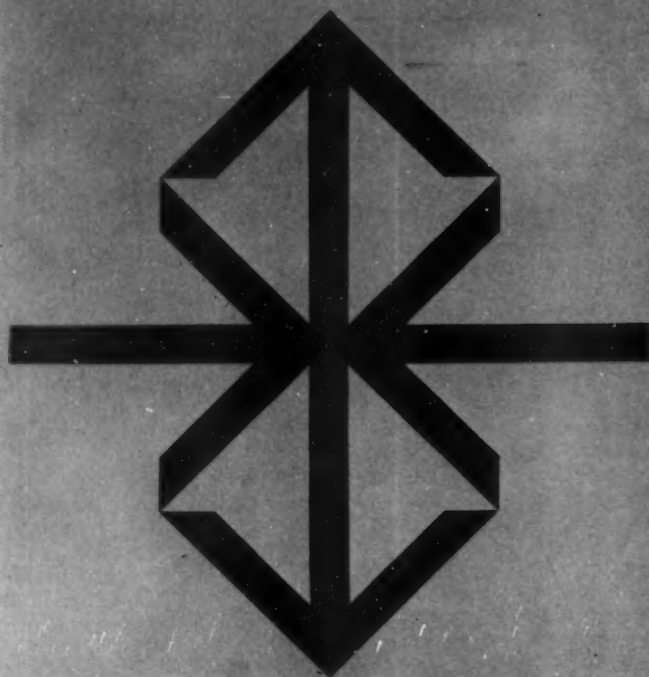
7) John Jami-
son, AD, J. M.
Mathes, Inc.

8) Gabryel de
Million-Czarn-
eck, designer,
Container Cor-
poration of
America.

9) Lester Ron-
dell, vice presi-
dent, associate
director of art,
Grey.

10) Onofrio Pac-
cione, vice presi-
dent, associate
director of art,
Grey.

11) Dr. Harold
Joseph High-
land, Natl Visual
Presentation
Assn., Director,
Graphic Commu-
nications
Center.



GENERAL DYNAMICS ANNUAL REPORT 1962

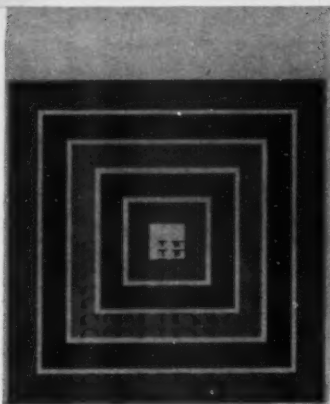
4)



5)

My name is Joe. I'm a steelworker.
I like my home, my work and my fellowmen.
Another thing I like is shopping in Wal-Mart
and my family and if separately like shopping
at Toys R Us stores. We like Toys R Us
merchandise, but most of all, we like Toys

R Us, by visiting us to see our
change around even though work is not
so good, for Toys R Us we are good
judgment in our buying. It is quite a
compliment to all the steelworkers that
a fine institution is Toys R Us.



6, 7)



4) Simple symbols for many directions

Annual report cover for General Dynamics flows colors and design into one harmonious form, to express GD's activities—astronautics, undersea exploration, space research, missiles. Blue at top merges down into gray, black, gray-green, dark green.

Credits: AD/designer Erik Nitsche, Ridgefield, Conn.

5) The personal relationship

New newspaper campaign for Cox's department store, McKeesport, Pa., begins with b/w photo of steelworker, copy in blue ink handwriting. Message invites the workers to use charge accounts "even though work is not so good." The campaign will feature McKeesporters.

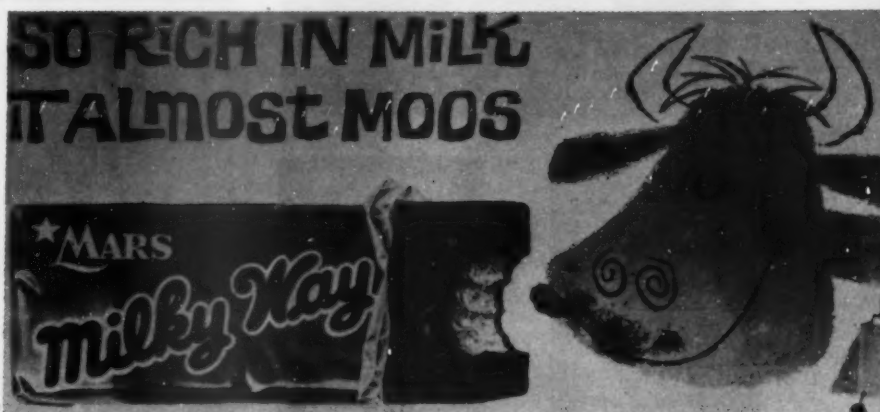
Credits: AD/designer Arnold Varga. Photographer Bob Huntzinger. Copywriter Bob Cox.

6, 7) DM trend to strong line, color

Reader's Digest booklet (7), mailed to advertisers, promoting the international



8)



9)

editions, combines photography, heavy black line design, purple and aqua blocks on white. Inside layout is bolder, more colorful than cover. (6), TV Guide's booklet reporting Burleigh Gardner's study in depth of the magazine's readers, combines photographic techniques, heavy line in black and colors, bold displays in inside spreads. Cover, red, dark and light olive green, white, black type.

Credits: Reader's Digest: AD Deborah Seymour, adv. promotion, RD international edition. Designer-artist Jack Brown, Brown & Maffei. Photograph, Union Carbide stock shot. Copy, Carol Carmel, RD. Franklin Goth. Ext. Cond. heads, Caledonia body. Offset by New Era Letter Co. on 100 lb. white Bristol Vellum. TV Guide: AD John William Brown, promotion dept., artist Paul Salcito, copywriter Catherine Miller, all TV Guide, Philadelphia. New Caslon heads, Cent. Exp. body. Stock, 65 lb. Andorra Cover, Glacier White. Printer Allen, Lane & Scott.

8) Influence of surrealistic painting

is seen in this b/w photo which reaches the height of ridiculousness but is still startling and exciting. Daylight lighting on figure gives believability, scale adds dramatic impact.

Credits: French photographer Robert Doisneau, repped in US by Rapho-Guillumette Pictures, New York. Model is Maurice Baquet, cellist and actor, on Broadway as a comic in *La Plume de Ma Tante*. Shot in Mont Blanc area of French Alps, near Mer des Glaces glacier. From Doisneau series for "Speaking of Pictures," for Life, AD Charles Tudor.

9) Decorative type, colorful design

and informal cartoon treatment for Mars Candy Co. outdoor campaign ties to animated cartoon tv spots.

Credits: AD Frank Johnson, NLB, Chicago. Artist Lowell Herrero. Letterer William Hyde. Copywriter Don Dickens.



10)



11, 12)



10) B/w poster technique

for business ad has high visibility in any magazine. Copy and design work together as one readable unit, headline is not missed. Relief print technique.

Credits: AD/designer/artist Norman Gorbaty, B&B. Copywriter Bill DiBello.

11, 12) POP coordinates

with ad theme of bowling. Floor display merchandiser shaped as a giant bowling pin, bottle topper in bowling ball and pins design, ties to Seagram's 7 Crown magazine and newspaper campaign.

Credits: Bottle top, Majestic Creations, Long Island City, N. Y. Display stand, Palmer Associates, New York.

13) Provocative small space in newspapers

Teaser campaign eliminated copy (except for self explanatory wording on product). The small space ads were followed by 1000-line ads with full copy explanation, car cards with a few lines of copy. Emphasizes Ward Baking Co. taking over New York baking and distribution of bread earlier only baked by Trappist monastery.

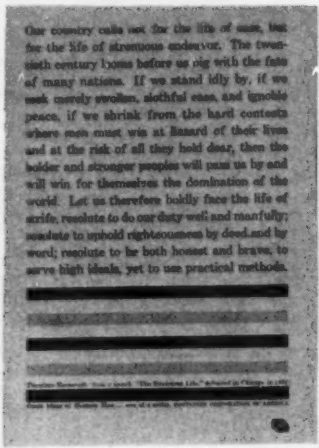
Credits: AD Howard Stabin, Grey. Artist Robert Sloan (in oils. The religious order permits no photography of members.) Copywriter Bill Abrams.

14) Typographic design

Theodore Roosevelt's statement, from



13)



14)

The Strenuous Life. This ad, a gold medal winner in ADCC show, is one in Container Corp. of America's Great Ideas of Western Man series. Black, red and blue.

Credits: ADs Ralph E. Eckerstrom and John Massey. Designer John Massey. Agency, N. W. Ayer & Son. Composition, Frederic Ryder Co.

15, 16) Variety packaging

with one strict theme is used for various carded items in Singer Sewing Aids line. Display rack for store counters was also part of the design program.

Credits: Raymond Loewy Associates.



15, 16)



17)



19)

17) Corporate identity for sausage

New trademark adapted to packaging, posters, POP, etc. reflects new corporate identity program for S. Karger Sons Co., Houghton, Mich., sausage manufacturer. Trademark design in flexible packaging material is white K, one red and one yellow panel, type in black and red on white background.

Credits: Designer-artist Wayne H. Gallagher, Glencoe, Ill.

18) Humble hut

rather than the usual glamorous scenes works for travel agency display. 3D corrugated paper board in warm colors

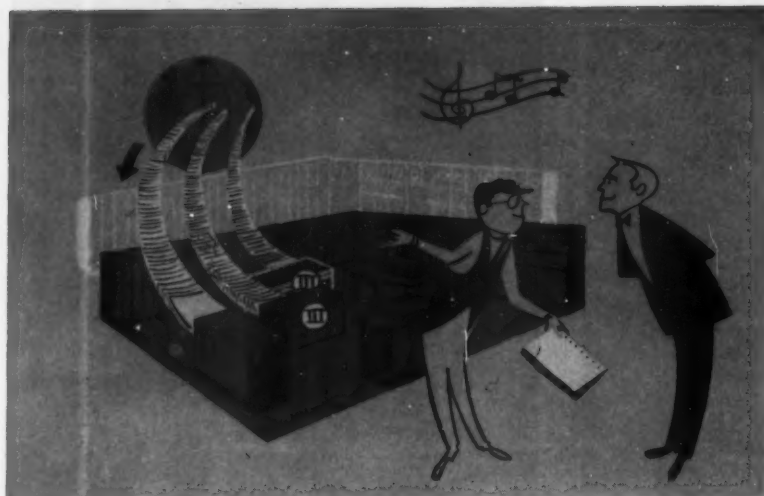
printed with rubber plates. For American President Lines.

Credits: AD/designer Herb Phillips. Producer Container Corp. of America, Display Div.

19) Modern look for charcoal

Symmetrical array of hardwood charcoal briquets is bonded inside a wax impregnated paper shell. Paper covering, a red, b/w wrapper, provides trademark identification, display, and then serves as kindling.

Credits: Graphic and trademark design, Dixon & Parcels Associates. Product design, manufacturer, Frank Mustin, Charcoal Brix Co., Philadelphia.



20)



21)



22)



23)

20) Versatile slide presentation

for Remington Rand combines entertainment-type visualization and straightforward story line, has alternative endings to sell either Univac III computer or Solid State computer, can also be used for sales training of company's own staff. Each frame has full color paper cutouts combined with ink on color background papers.

Credits: Preparation/production supervised by Warren Gailbreath, coordinator of audiovisuals, Remington Rand. Visualization by Herbert C. Rosenthal, AD/art by Bill Lent, both Graphics Institute.

21) Mark Catesby's wildlife

More than 200 years ago a man tramped the American wilderness painting birds, animals, fish, shrubs, flowers. A naturalist and an artist, his paintings combine exquisite detail with childlike design. Sports Illustrated (Oct. 31) has a nine-page biography with eight paintings.

Credits: AD Richard Gangel. Artist Mark Catesby.

22) Spirited cover

This Week had a harlequin Halloween with cover art, and an inside feature on make-it-yourself masks.

Credits: AD Nelson Gruppo. Cover art, Remy Charlip.

23) Tv animation fits adlib sound track

by Mike & Elaine to produce funniest series since Bert & Harry. For southeast Jax Beer, this has animation ideally suited to sound track which was done first. Agency credits success of unorthodox procedure to Jax ad director Bob Fabacher, "who had the conviction and plain good sense to run it."

Credits: Agency: DCSS, AD Hal Gerhardt, producer Russ Ford, copy director Bill Wall. Film producer: Pelican Films, directors Jack Zander, Chris Ishii, animators Armin Shaffer, Emery Hawkins, Bob Perry.

21

23

THE YOUNG '60s

The Young Adult audience once concerned a few publications and manufacturers. Not so today. As we move through the '60s, the rising educational and sophistication level of the young adult market is pervading a greater part of the entire market. Before the '60s pass the majority of the market will have an even higher taste and intellectual level. How this will affect the editorial and advertising art director is explained by Redbook's Austen Ettinger. What ADs are doing about it is shown in examples of their work. The transition's effect on the current art job market is explained in a special report from leading personnel agencies.

In addition to the young adult market, other sections of the "young" market can be divided by age bracket, each with distinct characteristics. Robert M. Stelzer, President of Student Marketing Institute, Inc., writes on how to think young for the student market in "Perspective", publication of The Zlowe Co.

How big is this market? There are 28 million children of elementary school age; 8½ million high school teenagers; 4 million college students. And these figures only cover students.

Mr. Stelzer says of the college students, "25% are married and are over 25 years old . . . 61% are over 20 . . . they spent \$653,000,000 in 1956 on merchandise alone. Some bought small airplanes, some Cadillacs, many bought diamond engagement rings . . . 42% own their own automobiles."

Mr. Stelzer also reports that as students move from high school to college they switch brands, change habits. TV is less a sales force in college. "One-half of the high school students watch television three or more hours daily. Over one-half of college students rarely, if ever, watch television . . ."

young adults, an increasing portion of the market, look for ad facts plus flair, challenge admen to combine more reason-why copy with more visual creativity



the Young Adult market...

by Austen Ettinger

The Sixties is a challenging decade for Art Directors. The most exciting and exacting challenge comes from a new audience—the young families who are coming to dominate the American scene. This is not a single-dimension market: it has diverse and different tastes. The receptivity and breadth of interest of Young Adults promise the Art Director increased recognition—and a chance to push back a few new creative frontiers.

Where will you find this new audience? In the new homes, the new communities springing up everywhere to accommodate the one and a half million new households formed annually by Young Adults. These war babies of the Forties—an unprecedented 17,000,000 of them—will be stepping out of their teens and into married life. They will be a new market in every sense of the word.

cliches resisted...

Today's Young Adults have been exposed as has no other generation to foreign lands and alien ideas. Their broadened opportunities and interests have created a cosmopolitan, sophisticated audience that resists advertising cliches... an audience that will welcome daring and original art trends and layouts in editorial design.

education level up...

Art Directors have never had a more intelligent—or receptive—audience. More than 42 per cent of today's population have a high school or better education, compared to 35 per cent in 1950. This figure should climb to 55 per cent in the next ten years. According to a recent nation-wide survey conducted by the Gallup Research Organization for Redbook Magazine, the higher a person's education, the more receptive they are to advertising.

wanted: information...

Intelligent Young Adults not only read advertising—they like it! This same Redbook Survey showed that more than 3 out of 4 of the younger people Gallup interviewed like advertising and the great majority said they like it because of the information it gives them. Typical comments by young homemakers were, "It opens your eyes and mind to what's going on." "Without advertising I wouldn't know where to go and what to look for."

In their own words, they read advertisements as they would news—for information. They're newly marrieds, without brand prejudices or preferences, so they look to—depend on—editorial and advertising for purchasing information.

the copy & graphics challenge...

To the creative team, this Young Adult need for basic product information—in editorials as well as advertising—will mean, in all likelihood, a greater use of the printed word, more detailed instructions, more "reason why" copy. It also indicates a growing need for more teamwork between art and copy groups. This need for instructive copy presents a real challenge for the Art Director. To carry this heavy copy load, fresh new graphic approaches will be in greater demand than ever before... not to mention the Art Directors who can create them.

The Redbook-Gallup Survey also proved that advertising builds buying confidence among young families. As one typical Young Adult put it, "I feel a manufacturer who advertises has more to offer." Here again, we have additional confirmation that in the Sixties his art-copy team will determine how great a share of the big new Young Adult market a manufacturer captures.

personal identification paramount...

The Art Director should remember that today's young families have strong introspective feelings about themselves. Their feelings lead them to be attracted first, and most strongly, by appeals that are made directly to their living situation. Personal identification has never been more important in reaching an audience.

How can you identify Young Adults? For one, they're newly marrieds. More people are getting married nowadays than ever before. In 1958, 70 per cent of all Americans 18 to 34 were married in striking contrast to 55 per cent in 1940.

They have growing families. They believe in having children early—and often. In 1940, 9 per cent of all married women 20 to 24 had three or more children. Today the figure is 16 per cent, and still rising. Young Adults tell us that with children coming and growing, their needs multiply faster and faster. They keep coming back for more because everything they buy today they outgrow tomorrow.

zooming expenditures...

They make more... spend more. Young Adult money is *spending* money. Next year they will spend 3 billion dollars for baby products alone. With their rapidly rising incomes, young families account for well over one-third of U.S. expenditures for durable goods. Installment buying is heaviest among this group—a reflection both of their urgent needs and

their tremendous confidence in the future.

They are on the move... building new lives and new needs. The big move is to the suburbs for expanded space to live and play in. Today well over half of all home buyers are under 35. They are the buying market of the Sixties.

facts + flair...

Addressing Young Adults in terms of their living situation does not mean simply using a suburban setting when talking to young families... or a baby when addressing young mothers. It does mean showing a realistic, recognizable situation that is warm and believable. They are realistic, intelligent, have both their feet on the ground. They like advertising. And they like it best when it combines facts and flair into a useful, attractive package. In the same way, they are attracted to editorial design that represents content honestly but with imagination.

As an Art Director you will probably have more fun and more opportunity in the next decade than ever before, because your audience has more verve and taste and venturesomeness than any group in history. Get to know your new Young Adult audience. They are important to your future.

*Austen Ettinger,
Assistant Publisher, Redbook*

how ADs face the young market...

How are agencies, publications, companies addressing the young market? Here are the comments of 10 ADs representing a range of products and services, and the East, mid-West and West Coast. These, plus examples of their work explain some of the visual directions shaping up in the '60s.

off-beat but not off-base...

"Fresh advertising should be done for the older market as well as the young. But if I could say anything about selling to the young market I would say advertising to them should be brighter and flashier (Off-beat but not off-base, to quote Julian Koenig.)"

*George Lois,
Papert, Koenig, Lois, Inc.*

the young influentials...

"Let's face it, these kids are not only taller and have bigger feet, but they are also brighter, have better taste, and are more influential... how can they be overlooked?"

"If youth and the young-married markets were *not now* direct customers of my client's products, they would still influence my creative and esthetic approach to any advertising campaign..."

*Dan Bonfigli,
Guild, Bascom & Bonfigli, Inc.*

- 1) A shocking stocking (Round-The-Clock) in a woman's magazine where every stitch must be in place. A full page bleed. AD George Lois, Papert, Koenig, Lois. Breaking taboos is one way of appealing to the young market.
- 2) A short conversation playfully bringing together a typical man-wife relationship. Fresh approach appeals to young minds, as well as to young parents. AD, George Lois, Papert, Koenig, Lois.
- 3) AD, Dan Bonfigli, Guild, Bascom & Bonfigli.
- 4) Approximately 1/3 of the Kellogg's national consumer campaign for Corn Flakes is *graphically slanted* to the teenage and young-married market. No special copy approach is used as the central copy theme applies equally well to all segments of the market. For Kellogg's Special K, one ad is specifically directed, in illustration and headline, to teenagers. Body copy is the same as in the rest of the campaign. Agency: Leo Burnett.

logg's
Corn
teen-
spe-
ntral
o all
logg's
ected,
agers.
of the



A PAID TESTIMONIAL FROM CASE: SIENGEEL FOR SKIPPY PEANUT BUTTER



Actually, it's fairly simple to get between producers and you need something about your product in an ad. **ALL YOU NEED TO DRINK** the treat right up in Casey Stengel and handed him some money and a jar of Stoppa Peanut Butter. Then we asked him to use something personal about Stoppa.

"Let me say at the end," said Casey, "That's the way I feel and for another thing the other kinds of peanut butter is not built on a firm foundation. Or in other words, it's just as I said. You are Peanut butter to be kids."

Well, we weren't going to take on for this company.



We entered the thought into every one's thoughts.
[There's how we engaged him—more money.]
“Nervous to say,” he said, “and I’ll take it stand
on my own time or in a better stand than any
kind of stand like that. Shoppy is not just for kids.
It’s good. It helps and life promotes.”

We’d just add that we’re in agreement with the
Pamper, Shoppy Patent Office in making its patents
for green space, by an exclusive patented process,
it always may be dignified, easy to spread, and it stays
fresh. And, of course, Shoppy gives you the best
of the U.S. & Canada No. 1 patents if it suits them.

If you like peanuts, you'll like Skippy.

37



"Our marketing, media, and research department have kept our creative divisions informed of this growing market for the past year or two... our associate copy directors had a special session with Dr. Shoi Balaban Dickinson, *Teen Research Consultant*. Dr. Dickinson attempted to give us a picture, not only of the market, but of the individuals who make up that market—and in her experience what had been effective ways of communicating with teenagers. Specific application of all the various information that has been fed into the creative department is most evident on three of our accounts... Kellogg's cereals, Chrysler Corporation, and the Brown Shoe Co."

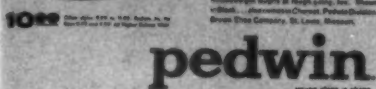
the time, the fashions, the attitudes . . .

"Naturally the youth and young married market plays a part in any concept which relates directly to them within a given market. One thinks of the time, the fashions, the attitudes and the feelings of any such group and tries to orient the graphic units in that direction. This is more and more one of the numerous challenges facing the contemporary and one that takes more and more of his ability."

5) A special series of ads for Chrysler Corp. runs in such magazines as *Boy's Life* and *Scholastic*. They tell teenagers about the company's advanced engineering and automotive ideas to build an image for the corporation with tomorrow's car buyers. Agency: Leo Burnett.

6)—9) For the Brown Shoe Company. The teenage market buys shoes today. Brownstudy, dealer newsletter, devoted an entire issue to the teen market. Typical ads are shown here. Agency: Leo Burnett.

22



77



8)



9)



10)



11)

from gray to lively . . .

"About 15 years ago the New York Times started to supplement its general reputation as the 'good gray Times'—authoritative, complete, the newspaper of record. At that time emphasis was on the Times as a paper that women as well as men could enjoy. Since then this approach has been supplemented to show the Times as also interesting, colorful, lively, and enjoyable, reflecting changes in this direction in the paper itself, and appealing to young people as well as to businessmen.

"Towards this end, where there is a choice, we use young people in our illustrations and photographs and we try to use women at least as much as men. The Times has been campaigning hard in the booming suburbs, aiming ads at young suburban housewives and their families. Also, the Times has long conducted an extensive School Service Program, reaching readers when they are very young and building up a continuing readership among young people."

*Louis Silverstein,
Promotion Art Director,
The New York Times*

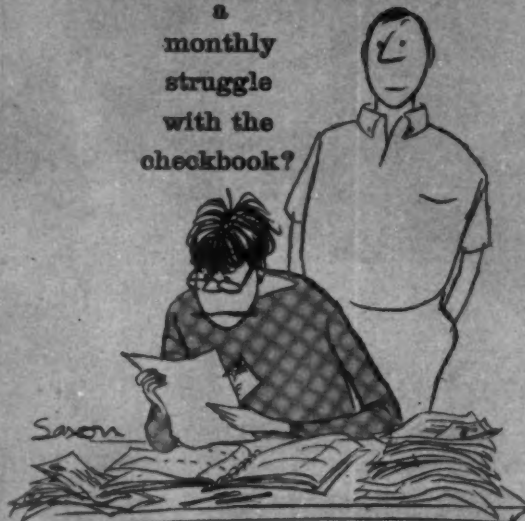
more equipment and more calls . . .

"We feel this age group represents a large and active number of telephone users. We approach them two ways. First, we want to interest them in telephone equipment, extension phones, color telephones, and additional lines. Second, we want them to use the telephone more often. To accomplish this we have used advertisements featuring teen-agers and young-married people in warm, friendly and human situations."

*F. G. Meissner, Jr.,
Public Information Manager,
New Jersey Bell Telephone Co.*

12) thru 16) The New York Times. Promotion AD, Louis Silverstein.
17), 18) New Jersey Bell. AD, Thomas Ruzicka.

Is this
the
Challenge
of the
Sixties—
a
monthly
struggle
with the
checkbook?



Was it for this—a stab-by-stab search for forty-nine cents—that you spent four (expensive) years at college? HARDLY! Did not Philos. 202, Eco. 11-12 and a skillion Lit. courses prepare you for better? CERTAINLY! So put your foot down. Notify your husband that you're going to keep your eye on bigger things . . . that you're ordering The New York Times. With this bright, beautiful paper delivered to your door, the world will be your responsibility. Isn't that more in the style to which you were accustomed? For home delivery, call (number)

The New York Times

It's so much more interesting . . . and you will be, too!

12)



New York is a new hat for Spring. New York is a new house in the suburbs. New York is 5 million families growing, wanting, needing, buying. New York is The New York Times. New Yorkers live by it. It serves them with the most news. It sells them with the most advertising.

13)

After 6 solid hours
...of Indian attacks
...of endless dolls
...of spilled milk
...of untied shoes
...of lost crayons
...of jelly sandwiches



doesn't a grown-up voice sound great?

How often has a mother said it?—"I just had to talk with someone besides the kids for a change."

Here's where the telephone really saves the day. Brings you back into the grown-up world for a while. Gives your nagging spirits just the boost they need. It's things like this that make today's low-cost phone service worth so much.

NEW JERSEY BELL

17)

"Oh Johnny!"

"OH MUSH"

"Oh well"



If love makes the world go round—the telephone dial just helps it spin faster. Bringing people together in person, in seconds, at low cost—is what makes the phone worth so much. Think how much a phone call means to you—when all you want in the world is to hear that one special voice.

NEW JERSEY BELL

18)



New York is a girl in love. New York is a wedding in June. New York is 5 million families growing, needing, wanting, buying. *New York is The New York Times*. New Yorkers live by it. It serves them with the most news. It sells them with the most advertising.

13)



Supermarket?

New York is the super of all markets. 5 million families growing, needing, wanting, buying. *New York is The New York Times*. New Yorkers live by it. It serves them with the most news. It sells them with the most advertising.

15)

"We found our apartment through The New York Times"

More ads of apartment houses than all other New York newspapers combined



16)

**frankness . . . humor . . .
innovation . . . quality . . .**

"We aim at the young urban male and the young in spirit . . . to reflect the vitality of the young man, his unabashed frankness, his sophistication, humor, keen sense of innovation and his feeling for quality . . . The young man today is capable of earning more money earlier in life . . . he travels more, buys more, and is generally more aware of things around him than in any past generation. He doesn't like closed doors, prefers an airing out of most taboos and insists on the best writing and art . . ."

*Arthur Paul, Art Director,
Playboy*

common sense plus vitality . . .

"The basic promotion problem at Seventeen is to cloak a common-sense sales message within a visual statement of an image of freshness, vitality and youth combined with maturity, understanding and responsibility.

"In each promotion job we seek an imaginative concept and invest it with the fresh, tender appeal of youth. The total promotion impression on the Seventeen advertiser must be that while Seventeen 'is' the teen-age world, Seventeen also speaks to him on his business level. Therefore, our promotion products present down-to-earth facts and figures on the youth market in a 'Seventeen' setting."

*Lee Epstein,
Promotion Art Director,
Seventeen*

19), 20) Playboy. AD, Arthur Paul.
21) thru 26) Seventeen. Promotion AD,
Lee Epstein.



19)



21)



22)



20)

attraction

Industry
today is full power...
the ability to lure
customers to its products,
the skill in capturing
and holding a market.

Seventeen is the
quarter which
draws 1,000,000 teens
to its pages and keeps
...devotes them to the
knowledge of their
particular needs, creates
insatiable demand for
products. Seventeen
magazine is the mag-
netic force which attracts
\$120,000,000 of sales a
year to your industry.



23)



She saw him in class and set her sights and soon she was wearing his class ring. It's not unusual that it should happen this way...she's simply a normal, determined teen-age girl who saw what she wants and won't wait for second best. • She's like that in all her selecting...from school subjects to her wardrobe. This Spring she'll be selecting and shopping into at least one pair of brand new shoes (high school girls alone will spend \$53,303,472 on shoes for the Spring semester). • Be sure she sees your shoes in her one and only shopping guide—Seventeen.

First showing dates: 4 color, Nov. 1961; 2 color, Dec. 6; Black & W. Nov. 1961.
• No photo copyright. © 1961 Hollander Associates, New York 20, New York

seventeen

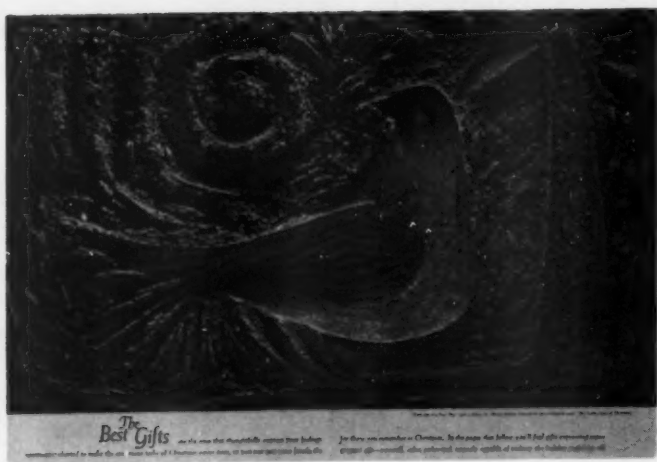
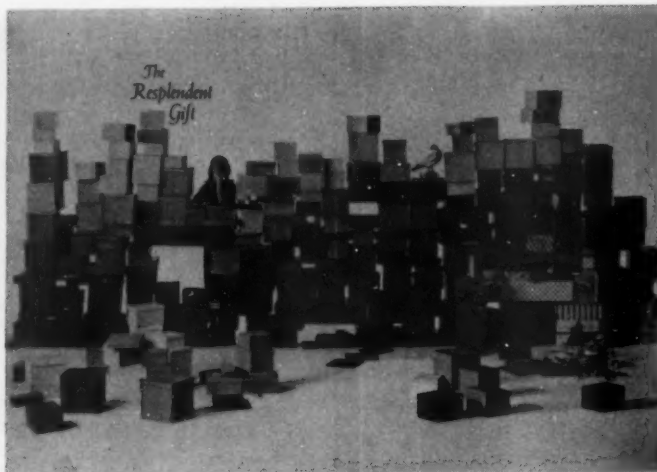
24)



25)



26)



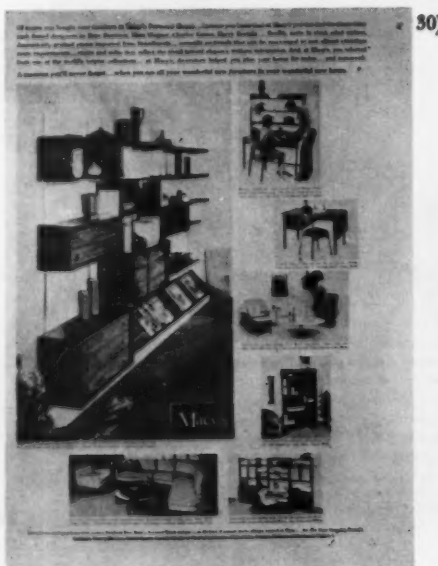
all media affected . . .

"Young Adult market affects art directors in all media, because these readers are the most receptive, most responsive audience for all kinds of new ideas and approaches... their pattern is not yet set... they are flexible... they become information seekers . . .

"It is our responsibility as art directors to help stimulate this quest for information. We can do it through fresh, exciting graphic approaches that will be esthetic, informative, and—most important—will appeal to the readers' need and desire to participate."

Wes Michel, Art Director, Redbook

27) thru 29) Redbook. AD, Wes Michel. 30), 31) These two Macy's ads were designed, in choice of merchandise, copy story and art work to reflect a young viewpoint as well as to tell the Macy's story of tradition, assortment, thrifty prices. Illustrated are young couples choosing from contemporary Scandinavian designs and traditional rugs. These 2 ads were part of a series of 12 covering silver, china, Early American furniture, even new designs in sheets. AD: Morris L. Rosenblum.



Is ad/art talent demand affected by growing importance of youth consumer market?

To answer this question, Art Direction checked heads of leading art personnel agencies. Altho they generally agreed that the average age of art and design talent is younger, most did not correlate it to the changes in the consumer market. While they credit the young designer with bringing in needed fresh approaches, they note his lack of merchandising savvy, remind us that there are many older ADs and designers who are both creative and business-wise. Their comments:

from heavy to light . . .

"... the demand has shifted from heavy experience to lighter experience with a creative design potential and enough productive time to grow with the organization... due to this the designer's and art director's age is younger. There is a shortage of young designers with both sound training and some experience, therefore salaries are relatively higher. . .

"The quality of the talent is the same but most of the school time and training is devoted to designing. This leaves little time for the technical training in rendering, presentation, production. This deficit is made up by the employer, putting a downward pressure on salary. Due to these training lacks a lot of talent is going unnoticed... more time is required to get that first job . . ."

Anne G. Rhodes,
Artists & Art Directors Agency

no correlation . . .

"... the younger average age of consumers has helped build up many major markets such as homes, furniture, autos... and the trend has been to hire younger AD talent, but I doubt that there is a correlation between the trend to younger ADs and the development of the younger consumer market. The hiring of younger talent is more probably a development of industry's general recruiting of young-

er blood. Forced retirement of key employees is a contributing factor. . .

"The prime emphasis in determining the ability of an AD is his knowledge of merchandising coupled with his graphic skills... creativity is not the exclusive property of the younger AD... in all probability the younger AD is very much lacking in merchandising and marketing skills."

Samuel Sherman,
Cavalier Employment Agency

talent shortage . . .

"There is a shortage of young people in advertising and art... the creative fields have been deglamorized by the rising stars of engineering, nucleonics, missile, etc... comparative starting salaries, responsibilities and prestige titles assigned to college grads in these fields have acted like magnets. We're just not getting the young people anymore. As a result, starting salaries for young creative people have doubled in the past decade... There is a hue and cry about the lack of talent in young people but this has always been so.

"The age level of ADs has changed very little in the past 10 years. You'll find most of them in the 30-45 year bracket. It is true that there are more young artists doing creative work today, but not on the executive level . . ."

Bob Rich,
Central Registry

there is a correlation . . .

"... that a major portion of consumer purchasing power is in the youth and young married market influences the ad art approach. The current call for younger talent in creative art and copy indicates a need for the sympathetic of youth feeling the pulse of its own youth market . . .

"... in other areas than the ADs, such as letterers, renderers, sketchmen, and mechanical boardmen, the more heavily experienced pros are still in demand and their salaries are proportionately lower. For example: in one agency there is a creative art director with four years experience at \$14,000 and a comp renderer with 10 years experience at \$10,000 . . .

"... a basic premise of advertising is

to sell merchandise . . . the more experienced art director is also a business man and more aware of the tools of advertising . . . we do not go along with the conception of strictly young talent, particularly with minimal experience, as the answer to advertising directed at the youth market . . ."

Allan Kane,
Allan Kane Placement Agency

fresh approach rather than age is critical . . .

"I do not believe that the younger age average of the consumers has had a significant effect on the kind of art being created today . . . I believe that the age-level of the average AD is lower today than it was 10 years ago. This is probably even more true of today's graphic designer . . . but this is not because of the expanding youth and young-married market but rather because these younger men are bringing a fresher approach, a more contemporary point of view and an everchanging look. They are unshackled by tradition . . . and they will work for less."

I. Ganeles, Supervisor,
Art Unit,
N.Y. State Employment Service

trained to be chiefs . . .

"As far as the youth and young-married market is concerned in advertising, it boils down to a question of merchandising knowhow . . . concerning salary demands of the young artists, the advanced school-leaving age and armed-service requirements are but two of many reasons for artists starting their careers at a later age . . . some start at the age of 23 with a wife and two children. They cannot possibly exist at the salaries given beginners of years ago, \$16, \$20, \$35 per week.

"On the other hand, many ADs complain about the current \$65-\$85 asked by beginners and recall their own \$20, forgetting that today hamburgers now cost 65c.

"The young artist today is going through a confusing, bewildering time and the situation is not of their making. They are trained by art schools to be chiefs, not Indians, and economically forced to ask going salaries . . .

"If I am around and writing about young artists in 1980, I'll probably say, 'The present art student of 30 has the nerve to ask \$125 p.w. as a starter. Why, I remember in 1961 . . .'"

Henry Price,
Henry Price Agency



GAS
drying
is so gentle



4)



5)

- 1) Howard, Hazzard, & Shipman
- 2) AD: Jay Sartoris, D. Kirchoff
Photo: Shigeta-Wright
Agency: Gardner
Client: Pet Milk
- 3) AD: Bob Thurn
Photo: Foerstling, Ransohoff, Gleason
Agency: Gardner
Client: United Fund
- 4) AD: Gene Kowall, Bob Ertell
Art: Geo. E. Smith
Agency: D'Arcy
Client: Laclede Gas
- 5) AD: Joel Kurtz
Art: Jim Cummins
Client: Stix, Baer & Fuller

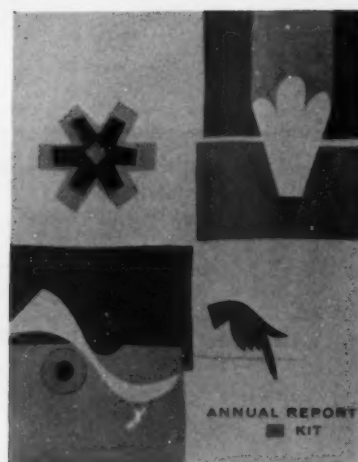
*Cleveland's young touch...
medal winners in the
12th annual have
that fresh look*

The clean layout, the graphic device, stylized illustration, and child models characterize all of Cleveland's medal winners. Even the old print in the "WERE" ad is a visual gag keyed to bright copy. Four of the 14 top pieces use child models. Copy on the Ohio Bell ad reads, "This space reserved for the touch of tomorrow." Compare this with the Jersey Bell ads shown in "The Young '60s", in this issue.

For the third straight year David London, Griswold-Eshleman AD, won the Best-in-show award. A new Special Merit Award for Advertising Art was given to AD Theodore Kotting, BBD&O. Of 1416 entries, 158 were hung.

Jurors were: Charles S. Adorney, Vice President and Executive AD, Cunningham & Walsh, N. Y.; Arnold Varga, Creative Art Supervisor, BBDO, Pittsburgh; Ray Prohaska, illustrator.

13 of the winners are shown here. The U. S. Steel poster, designed by Arnold Varga and winner of the Harry H. Packer Award is shown in Dec. NSAD News Section of Art Direction.



1)



2)



3)



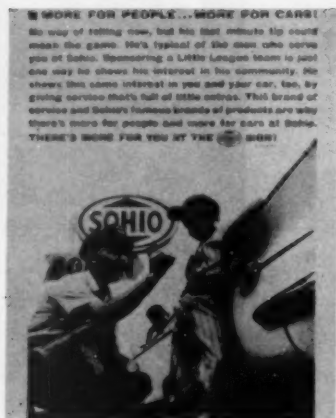
4)



5)



6)



- 1) AD, design: Dan Gallagher
Art: Cykowski
Photo: Denny Harris
Agency: McCann-Marschalk
Client: Mead Papers
- 2) AD, design, art: David London
Photo: King Beach
Agency, client: Griswold Eshleman
- 3) AD, design: Dan Gallagher
Photo: Denny Harris
Agency: McCann-Marschalk
Client: Ohio Bell
- 4) AD, design: Dan Gallagher
Photo: Paul Dome
Agency: McCann-Marschalk
Client: Adler Co.
- 5) AD, design: Dick Loader
Photo: Wingate Paine
Agency, client: Wyse Advertising
- 6) AD, design: David London
Photo: Wingate Paine
Agency: Griswold Eshleman
Client: B. F. Goodrich
- 7) AD, design: Clark Robinson
Photo: Denny Harris
Agency: McCann-Marschalk
Client: Sohio
- 8) AD: Frank Perry
Design: Wayne Dale, Federman, Adams & Colopy
Art: FA&C
Agency: Fuller, Smith & Ross, Pittsburgh
Client: Alcoa
- 9) AD, design: Arnold Varga
Art: Federman, Adams & Colopy
Photo: Ben Spiegel
Client: Pittsburgh Presbytery
- 10) Art: Katherine Jablonski, FA&C
Client: Bill Randle
- 11) AD, design: Dick Loader
Art: Bob Fulton
Agency: Wyse Advertising
Client: WERE
- 12) AD: Frank Bohnel
Photo, design: William Richards
Agency: BBD&O
Client: Hammermill Paper
- 13) AD: Theodore Kotting
Art: Harvey Schmidt
Agency: BBD&O
Client: Timken Roller Bearing Co.



*Charlotte's First
top pieces show area
strong in many techniques
from bold typography
through photography, line
and wash illustration
and animation*

More than 200 pieces were accepted for the 1st show of the Charlotte ADC. Awards were presented by club president Bob Alford. Dinner speaker was James Vicary, marketing and opinion research expert.

Show judges were all Atlantans: Bob Bragg, senior AD and vice-president of Burke Dowling Adams; Marshall Lane of Coca-Cola, and D'Arcy AD James Steele.

A Famous Artists School scholarship was presented to 15-year-old Salli Atkinson. Her cover for the Junior Scholastic Magazine won a Best-of-category award in the show.

Next year's show will be more paper conscious. The Caskie Paper Co. will award a \$100 cash prize to the AD of the piece making the best use of paper.



1)



2)

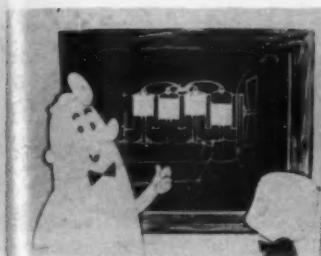
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4



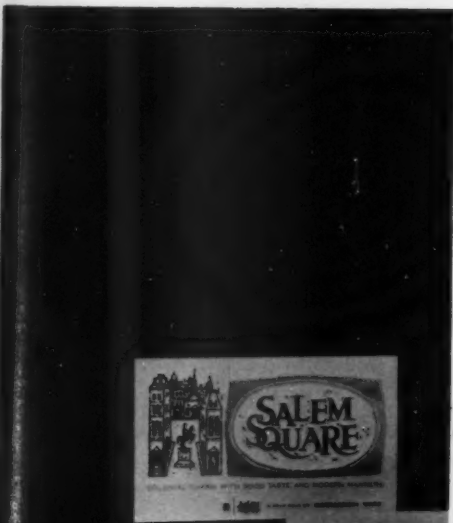
5



6)



7)



8)

- 1) Bob Alford (left), President of the Art Directors Club of Charlotte is presenting the "Best of Show" award to J. T. Howard of J. T. Howard Advertising Agency, Raleigh, N. C. A series of two-color trade publication ads won top honors in Charlotte's First Annual Exhibit.
- 2) The show ran for two weeks at the Charlotte Public Library
- 3) Design: Florence Byerly
Photo: Don Hulin, Alderman Studios
Publication: Better Homes & Gardens
- 4) Best-of-show
AD/designer: Charles C. McKinney
Agency: J. T. Howard
Advertiser: Caterpillar Dealers
- 5) Design, illustration: Salli Atkinson
Studio: Jack Pentes
Publication: Junior Scholastic
- 6) Producer: Sam Grainger Productions
Advertiser: Radiator Specialties Co. of Charlotte
- 7) 2nd Best-of-show
AD: Donald Brodeur
Advertiser: Piedmont Jazz Society
- 8) 3rd Best-of-show
AD/design, illustration: J. C. Anderson
Studio: Alderman
Photo: Harold Gibhardt
Advertiser: Montgomery Ward

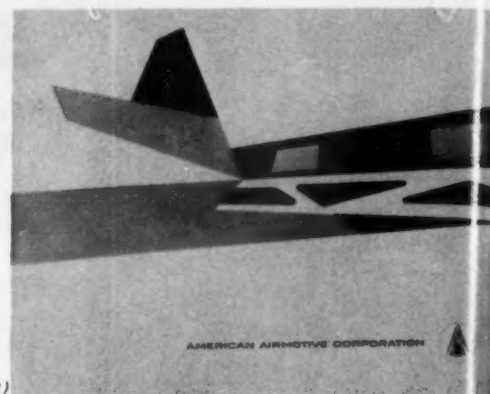
*Miami's New York look...
8th exhibition displays
big type, big pictures,
and a good balance of
design, photography,
illustration*

If many ad centers have their own emphasis on typographic design or illustration, Miami, like New York, has plenty of everything. If Miami is a little New York it is so only in size. The impact and craftsmanship in its advertising is tops in both traditional and contemporary layouts.

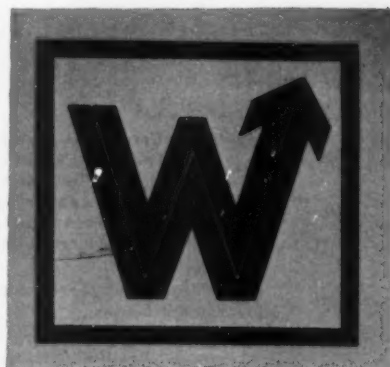
This probably is due to the many New Yorkers now in Miami (Jerry Bogorad, Sam Willig, Frank Baker, to name a few) plus a vitality and sophistication natural to the area.

The market has gone through two significant changes in recent years. From a seasonal business specializing in travel, resort, jalousie, etc. advertising, it has become a year round advertising center for a wide range of products and services.

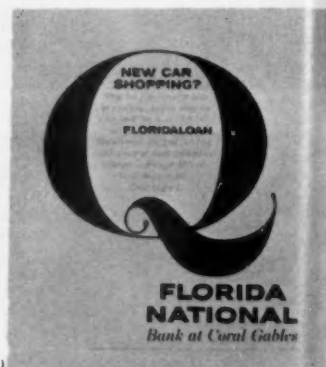
Co-chairmen of the show were Carl Nassel and Leon Hoffman. Judges were Frank Baker, of McCann-Marschalk, Miami; Bob Bragg, Burke Dowling Adams, Atlanta; and Henry Wolf, Harper's Bazaar, New York. 300 exhibits were chosen from 580 entries.



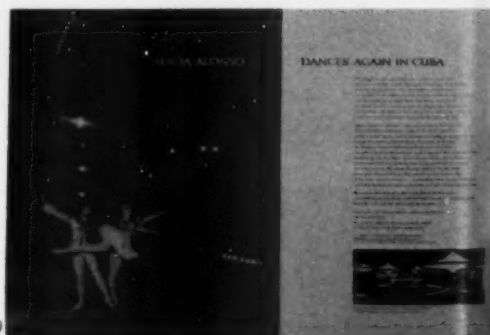
2)



3)



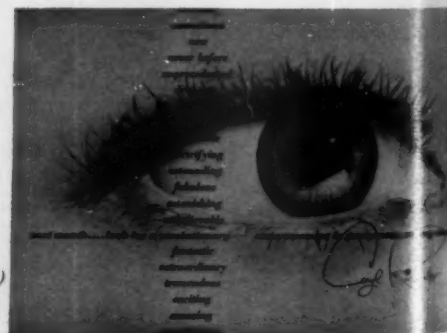
4)



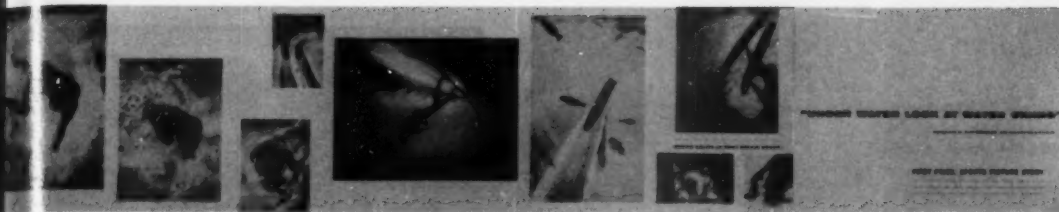
5)



1)



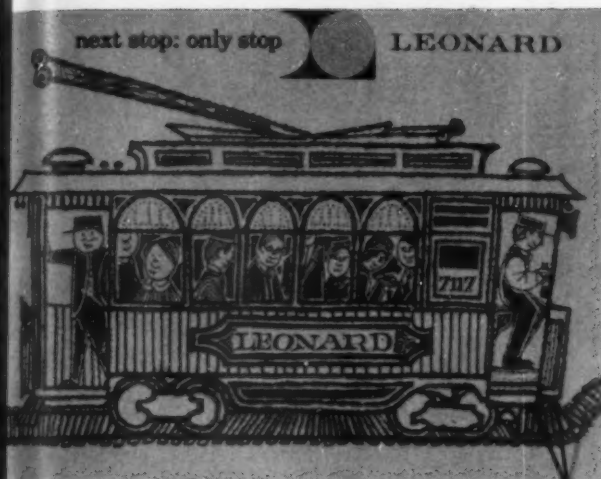
6)



7)



8)



9)



10)



11)

- 1) Three yesses . . . Frank Baker, Henry Wolf,
Bob Bragg (holding the exhibit).
- 2) Best-of-show
AD: Arthur R. Ehrhardt
Photo: Rudi Rada
Agency: Bogorad & Ehrhardt
Advertiser: American Airmotive Corp.
- 3) Trademark
AD: Richard E. Schild
Art: Mike Moccumini
Agency: Grant
Advertiser: Withers Moving & Storage
- 4) Newspaper ad, 300 lines or less
AD: Oren Frost
Agency: J. Walter Thompson Co.
Advertiser: Florida National Bank at
Coral Gables
- 5) Magazine ad art, color
AD: Pete Anderson
Photo: Rudi Rada
Agency: Harris & Co.
Advertiser: Republic of Cuba
- 6) Magazine ad, 2 or more colors
AD: G. Sanderson Knaus
Art: Syd Tafae
Agency: Millco, Inc.
Advertiser: Caryl Richards, Inc.
- 7) Direct mail art, b/w
AD, design: Sam Willig
Photo, advertiser: Flip Schulke
- 8) Magazine ad art, b/w
Designer: Norman Trigg
Advertiser: McGraw-Hill
- 9) Direct mail, 2 or more colors
AD, art: Jerry Bogorad
Agency: Bogorad & Ehrhardt
Advertiser: Leonard Carpet Mfg. Co.
- 10) Point-of-sale
AD: Ray Wilson
Art: Bunn Gray
Advertiser: Burdines
- 11) Newspaper art, b/w
AD: Ray Wilson
Art: Larry Schilit
Advertiser: Burdines

strong on direct mail... Richmond's Sixth

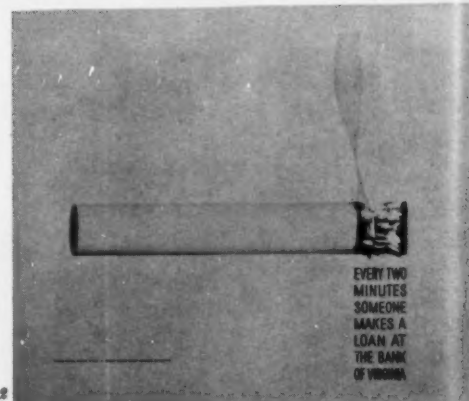
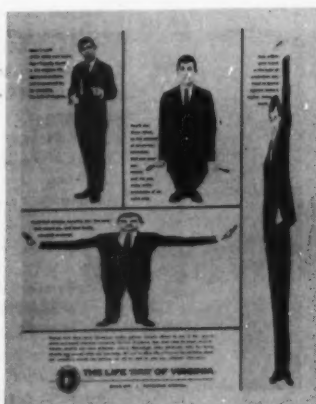
The Richmond ADC will publish its first annual, based on its sixth show. The more than 600 entries indicate the growth of advertising in Richmond and the South during the '50's. 176 were chosen for the show. The judges, reports club President George Riddick, were "not only kind enough but brave enough to also address a club meeting with their comments. . . . They were sharp with their criticisms, therefore we were doubly proud of their compliments. They were unanimous in agreeing that one classification in particular—Direct Mail—rated with the best shown in any exhibit in the country."

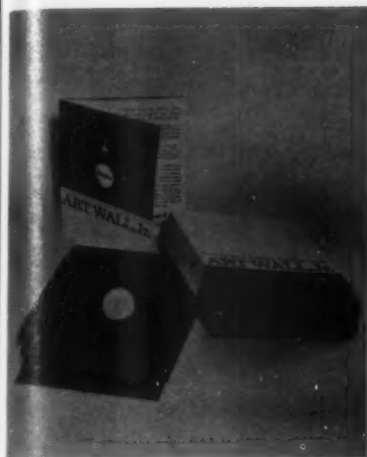
Judges were: Robert Bach, Vice President and Executive AD, N. W. Ayer, Philadelphia; David London, Vice President and Executive AD, Griswold-Eshleman, Cleveland; and Everett Sahrbeck, Vice President and Executive AD, Reach, McClinton, N. Y.



Advertisement in Richmond, Va. by the Richmond ADC

'60





5)



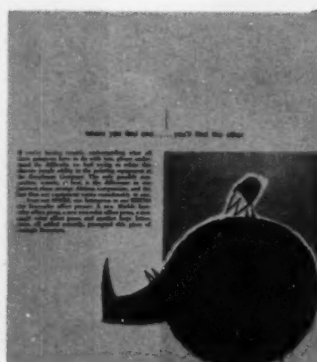
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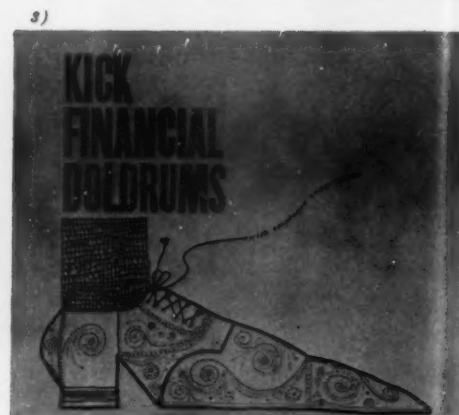
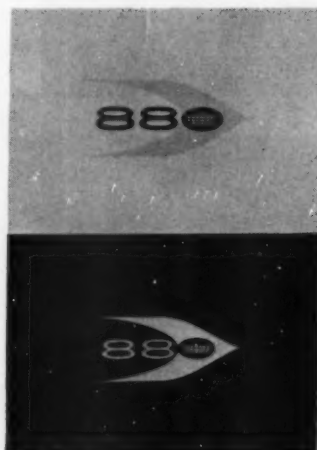


10)

- 1) Direct mail
AD: A. R. DeNatale
Client: Reynolds Metals Co.
- 2) Newspaper ad
AD: Dick Gunn
Design, art: Edgar Mallary
Agency: Liller, Neale, Battle & Lindsey
Client: The Bank of Virginia
- 3) Magazine ad
AD: Al Cascino
Photo: Henry Ries
Agency: Cargill, Wilson & Acres
Client: The Life Insurance Co. of Virginia
- 4) Package design
AD: Frank Mann
Design: Ronnie Seichrist
Art: Ronnie Seichrist, Sudler & Hennessey
Client: A. H. Robbins Co.
- 5) Direct mail
AD: Harry Jacobs
Art: Irvin Beatley, Don James
Agency: Cargill, Wilson & Acres
Client: Robertshaw
- 6) Newspaper ad
AD: Al Cascino
Art: Charles Sheffield
Agency: Cargill, Wilson & Acres
Client: First & Merchants National Bank
- 7) Direct mail
AD: Milton Hull
Design, art: Byron Lawrence
Client: Baughman Co.
- 8) Company publication
AD: A. R. DeNatale
Design: George Waltz
Client: Reynolds Metals Co.
- 9) Direct mail
Art, design: Don James
(family Christmas card)
- 10) Direct mail
AD: Al Cascino
Art: Charles Sheffield
Photo: Dementi Studio
Client: Progressive Composition Co.

*San Diego's 1st
tells area that "design
and artwork of good
quality" is being
created in San Diego,
to sell San Diego
products and services
both locally and nationally*

An outdoor bulletin across from San Diego's Civic Center announced "San Diego Art Directors campaign for recognition". The show was aimed at local businessmen and the public. 238 pieces were chosen from over 400 entries. In addition to full display at the Advertising and Sales Club, 100 pieces were exhibited in a block-long window by The Marston Co. department store, programs were held at local schools and colleges, and good publicity obtained in local publications. Club president is Ken Kitson of Frye & Smith Ltd. Some of the top pieces are shown here.





5)



6)

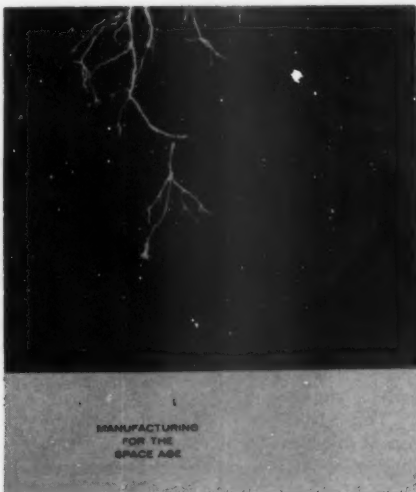


7)



8)

- 1) AD: Robert Eckhart
Client: S. K. Smith Co.
- 2) AD: Robert Eckhart
Designer: Gould & Associates Inc.
Client: Convair General Offices
- 3) AD: Stan Hodge
Design: Phil Kirkland
Client: Convair-Astronautics
- 4) AD: Lyne T. Shackelford
Design: Glenn W. Collins
Agency: Phillips Ramast, Inc.
Client: Scripps Clinic
- 5) AD: Robert Eckhart
Client: Convair
- 6) AD: Joe Hong
Client: Marston's
- 7) AD, photo: Lynn Fayman
- 8) AD: Stan Hodge
Design: Steve Madden, James R. Hawkins
Art: Jay Vance, Charles Ames
Client: Convair-Astronautics
- 9) Steve Paton
Design: William Noonan
Client: Frye & Smith Ltd.



9)

HOW YOU CAN PRE-STARCH YOUR OWN ADS

Four typical low-Starched ads are examined this month. The Art Directors Club of New York's Research Committee, in an effort to help you check your readership in advance, has developed this series of check-aids.

By Hoyt Howard

"Any actor can learn what-not-to-do by watching the hams," said William Gaxton. "The stars have a genius of performance that just does not portray why they are great."

This also goes for ad design. Why cut down on the Starch noting, if you know you are doing it? Even the bad auto ads get at least 37% noting. But if you can raise it to 74%, it is like giving your client two pages for the price of one.

Clip these four ads (along with the four shown last month and the four next month) and before you spend your client's money compare your layouts.

The conclusion drawn from the accompanying ads is: Do not lay out ads this way if you want to attract more readers. You will attract less readers. There are, of course, times when you can vary from readers' behavior patterns; but make sure you have good reasons for doing it.

(A) Chevrolet

The only reason for putting the headline at the top of the page was that the

AD thought this would get more attention. It didn't. So why do it? If the words had some real news value there might be a reason to do this, but in this case the copy is not only dull, it is not even exclusive for Chevrolet. The picture lacks Visual Magnetism and if you do take the time to figure it out (readers do not) it looks like these people are at work. People reject work.

(B) Plymouth

This AD did just about everything he could to make sure of a low Starch. Heading on top AND in reverse. Every research survey points out that reverse type (white on black) cuts down the readership. The long, long headline is set in caps . . . Lower case is more legible. Then the entire body copy is printed in process blue, an offensive color to the reader. The copy is surrounded by lots of white space, which almost never increases readership. Because of all this, the picture is reduced to about 40% of the space, and is at the bottom. Another question: Do people

enjoy driving through tunnels?

(C) Dodge

This is an attempt to imitate the editorial format of The Saturday Evening Post. This is a real trap. If you are going to follow the style of the publication you must really follow it . . . all the way. An editor would never let this appear as a story in the magazine. The story and the pictures have to be interesting, interesting, interesting. The format has very little to do with it.

(D) Corvair

This ad really has a low Visual Magnetism. Therefore it has a low Starch. All those decorative objects distract from the message and picture. Motivation researchers will tell you that women (and men) hate food shopping. The only reason for placing the headline at the top is that you believe the words have more attention-getting ability than the car itself . . . Do they? Here is a brand new car, full of automobile news, yet this ad does not take advantage of it.

See Sep
CH RACT
first insta
PIC TAI
tabular a
lating ch
for any b
55 picas.
October,
until the
nua sup

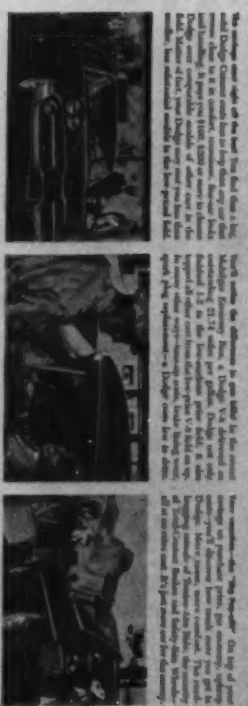
Century S
7-3.22;
1-2.14
Century S
7-3.13;
1-2.27
16-1.25
Century S
6-3.98;
11-2.47
16-1.46
Century S
8-2.66;
16-1.40
Century S
8-2.87;
Century S
6-3.22;
14-1.55
Cheltenhar
10-3.06
24-1.37
Cheltenhar
10-2.93
18-1.78
36-1.04
Cheltenhar
10-2.43;
24-1.15
Cheltenhar
10-2.29;
24-1.1
Cheltenhar
10-2.3; 1
18-1.51;
Cheltenhar
10-2.42;
24-1.12
Cheltenhar
10-2.26;
24-1.07
Cheltenhar
7-3.; 8-2
12-2.; 14
Cheltenham
6-3.43; 7
11-2.17;
Cheltenham
7-2.94; 8
11-2.14;
Cheltenham
8-3.88; 10
18-1.81;
Cheltenham
14-2.24;



Here's how your family will find out... **IT PAYS** TO OWN A DODGE

Let's say your family is the kind that wants more than just the "new price." They want more money and comfort. They want more wisdom and security. And most of all, they want a car that will keep them safe, "comfortable" in whatever you, or your family, want.

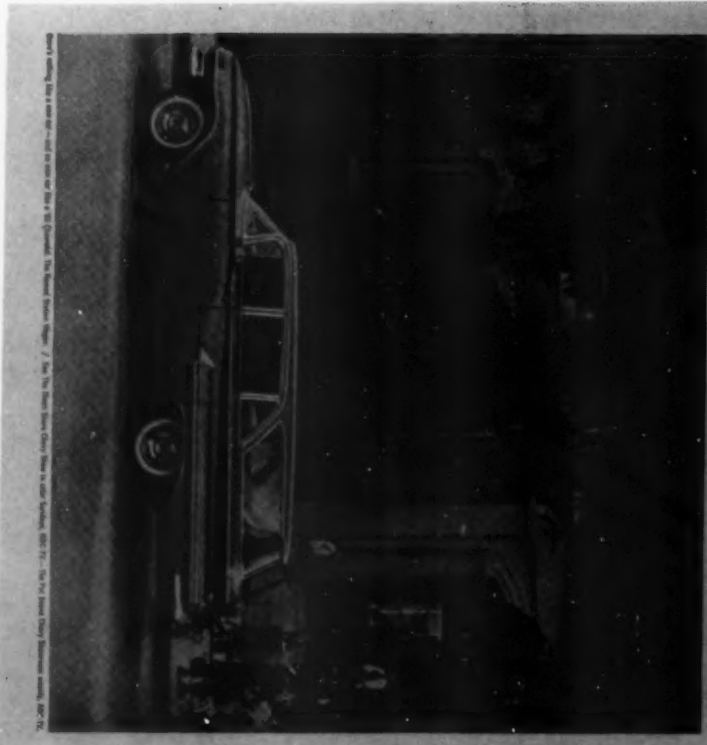
Let's look for your Dodge dealer and find a car that will keep you safe, "comfortable" in whatever you, or your family, want.



Winner in this year's Mobilgas Economy Run '59 DODGE

Dodge 6/30/59	noted	seen	read
M	38 (131)	35 (142)	3 (80)
W	27 (106)	23 (111)	* (9)

* Figures in parentheses are Cost Ratio figures.



man's best four-wheeled friend
(style, speed, handling, safety, and more, very good)

Mostly modern, rugged, and safe, the Dodge is a car that will keep you safe, "comfortable" in whatever you, or your family, want. It's a car that will keep you safe, "comfortable" in whatever you, or your family, want. It's a car that will keep you safe, "comfortable" in whatever you, or your family, want.

Mostly modern, rugged, and safe, the Dodge is a car that will keep you safe, "comfortable" in whatever you, or your family, want. It's a car that will keep you safe, "comfortable" in whatever you, or your family, want. It's a car that will keep you safe, "comfortable" in whatever you, or your family, want.

Chevrolet 4/16/60	noted	seen	read
M	39 (144)	38 (182)	1 (25)
W	23 (86)	17 (82)	1 (33)

THE AD COPYFITTER

See Sept. 1960 Art Direction for the CHARACTER PER LINE CHART and the first installment of these CHARACTERS PER PICA TABLES. The article tells how to use tabular data and chart for visually translating characters per pica into characters for any line length up to and including 55 picas. More tabular data appeared in October, and will continue monthly until the series has run from A to Z. Annual supplements will keep it up to date.

Century Schoolbook & It. (I) 6-3.71;
7-3.22; 8-2.89; 9-2.69; 10-2.5; 11-2.35;
12-2.14; 14-1.79

Century Schoolbook No. 420 (M) 6-3.66;
7-3.13; 8-2.89; 9-2.66; 10-2.48;
11-2.27; 12-2.13; 14-1.79; 16-1.58;
18-1.25

Century Schoolbook It. No. 420 (M)
6-3.98; 7-3.38; 8-3.14; 9-2.9; 10-2.7;
11-2.47; 12-2.32; 14-1.76; 16-1.61;
18-1.46

Century Schoolbook Bold (ATF) 6-3.3;
8-2.66; 10-2.18; 12-1.98; 14-1.58;
16-1.40; 18-1.26; 24-99

Century Schoolbook Bold (F) 8-2.76
Century Schoolbook Bold It. (F) 12-1.98
Century Schoolbook & Bold (I) 6-3.67;
8-2.87; 9-2.67; 10-2.5; 12-2.14; 14-1.79

Century Schoolbook Bold No. 620 (M)
6-3.22; 8-2.51; 10-2.17; 12-1.86;
14-1.55; 16-1.42

Cheltenham It. (ATF) 6-4.41; 8-3.74;
10-3.06; 12-2.64; 14-2.13; 18-1.76;
24-1.37

Cheltenham w It. & S.C. (Li) 8-3.4; 9-3.13;
10-2.93; 11-2.67; 12-2.5; 14-2.29;
18-1.78; 20-1.75; 24-1.42; 30-1.22;
36-1.04

Cheltenham Bold (ATF) 6-3.6; 8-3.07;
10-2.43; 12-2.18; 14-1.8; 18-1.46;
24-1.15

Cheltenham Bold It. (ATF) 6-3.59; 8-3.04;
10-2.29; 12-2.12; 14-1.77; 18-1.4;
24-1.1

Cheltenham Bold w It. (Li) 6-3.3; 8-2.3;
10-2.3; 11-2.29; 12-2.13; 14-1.78;
18-1.51; 24-1.18; 30-96

Cheltenham Bold (Lud) 6-3.6; 8-3.05;
10-2.42; 12-2.21; 14-1.93; 18-1.46;
24-1.12

Cheltenham Bold It. (Lud) 6-3.18; 8-2.84;
10-2.26; 12-2.18; 14-1.84; 18-1.44;
24-1.07

Cheltenham Bold No. 86 (M) 5-4; 6-3.43;
7-3; 8-2.82; 9-2.68; 10-2.35; 11-2.19;
12-2; 14-1.8; 18-1.46; 24-1.12

Cheltenham Bold It. No. 86 (M) 5-4;
6-3.43; 7-2.98; 8-2.82; 9-2.66; 10-2.35;
11-2.17; 12-2; 14-1.76; 18-1.4; 24-1.1

Cheltenham Bold & It. No. 86 (M) 6-3.43;
7-2.94; 8-2.80; 9-2.68; 10-2.35;
11-2.14; 12-2.04; 14-1.78; 18-1.34

Cheltenham Bold Cond. (ATF) 6-4.6;
8-3.88; 10-3.04; 12-2.71; 14-2.23;
18-1.81; 24-1.45

Cheltenham Bold Cond. It. (ATF) 10-3;
14-2.24; 18-1.81; 24-1.36

Cheltenham Bold Cond. w It. (Li) 6-4.15;
8-3.43; 10-2.88; 12-2.54; 14-2.23;
18-1.8; 24-1.48; 30-1.19; 36-1.03

Cheltenham Bold Cond. (Lud) 6-4.27;
8-3.76; 10-2.97; 12-2.83; 14-2.41;
18-1.92; 24-1.45

Cheltenham Bold Cond. It. (Lud) 12-2.60;
14-2.21; 18-1.73; 24-1.34

Cheltenham Bold Cond. No. 88 (M) 5-5.4;
6-4.69; 8-3.85; 10-3.18; 12-2.71;
14-2.21; 18-1.81; 24-1.45

Cheltenham Bold Cond. It. No. 88 (M)
6-4.69; 8-3.85; 10-3.18; 12-2.71

Cheltenham Bold Extended (ATF) 6-2.66;
8-2.31; 10-1.79; 12-1.61; 14-1.34;
18-1.07; 24-84

Cheltenham Bold Extended (Lud) 12-1.76;
14-1.45; 18-1.11; 24-83

Cheltenham Bold Extended No. 287 (M)
6-2.79; 8-2.32; 10-1.91

Cheltenham Bold Ex Cond. (ATF) 6-5.66;
8-4.17; 10-3.84; 12-2.38; 14-2.87;
18-2.29; 24-1.84

Cheltenham Bold Ex Cond. (Li) 18-2.25;
24-1.83; 30-1.54; 36-1.51

Cheltenham Bold Ex Cond. (Lud) 12-3.13;
14-2.55; 18-2.13; 24-1.6

Cheltenham Bold Ex Cond. No. 141 (M)
6-5.38; 8-4.5; 10-3.84; 12-3.38

Cheltenham Bold Outline (Lud) 18-1.47;
24-1.11

Cheltenham Bold Outline No. 12 (M)
8-2.79; 10-2.32; 12-1.99

Cheltenham Cond. (Li) 8-3.56; 10-2.94;
12-2.57; 14-2.2; 18-1.97; 24-1.55;
30-1.33

Cheltenham Cond. w Cheltenham Bold
Cond. (Li) 8-3.43; 10-2.88; 12-2.53;
14-2.23

Cheltenham Medium (ATF) 6-3.87; 8-3.21;
10-2.62; 12-2.34; 14-1.95; 18-1.59;
24-1.26

Cheltenham Medium It. (ATF) 6-3.97;
8-3.31; 10-2.62; 12-2.36; 14-1.96;
18-1.57; 24-1.23

Cheltenham Medium Cond. (Li) 18-1.99;
24-1.53; 30-1.29

Cheltenham Medium & It. No. 186 (M)
5-4.52; 6-3.83; 7-3.43; 8-3.19; 9-3.05;
10-2.68; 11-2.45; 12-2.25; 14-1.92;
18-1.54; 24-1.23

Cheltenham O. S. (ATF) 6-4.57; 8-3.85;
10-3.19; 12-2.72; 14-2.25; 18-1.81;
24-1.42

Cheltenham O. S. It. (ATF) 6-4.35; 8-3.68;
10-3.05; 12-2.68; 14-2.14; 18-1.78;
24-1.34

Cheltenham O. S. (Lud) 12-2.8; 14-2.35;
18-1.76; 24-1.4

Cheltenham O. S. It. (Lud) 12-2.55;
14-2.2; 18-1.76; 24-1.32

Cheltenham O. S. No. 64 (M) 6-4.43;
8-3.67; 10-2.97; 12-2.55; 14-2.24;
18-1.79; 24-1.4

Cheltenham O. S. It. No. 64 (M) 6-4.82;
8-4.03; 10-3.22; 12-2.77; 14-2.13;
18-1.72; 24-1.35

Cheltenham O. S. Cond. (Lud) 12-2.82;
14-2.45; 18-1.88; 24-1.51

Cheltenham O. S. Cond. No. 264 (M)
8-4.11; 10-3.32; 12-2.79

Cheltenham O. S. Cursive (Lud) 18-1.75;
24-1.30

Cheltenham Wide (ATF) 6-3.88; 8-3.23;
10-2.63; 12-2.35; 14-1.96; 18-1.56;
24-1.22

Cheltenham Wide (Li) 6-3.39; 8-2.98;
10-2.52; 12-2.21; 14-1.8

Cheltenham Wide (Lud) 6-3.71; 8-3.23;
10-2.56; 12-2.44; 14-2; 18-1.51;
24-1.16

Cheltenham Wide No. 164 (M) 6-3.83;
7-3.35; 8-3.15; 10-2.67; 12-2.23;
14-1.92; 18-1.56; 24-1.21

Cheltenham Wide It. No. 164 (M) 6-4.26;
8-3.44; 10-2.91; 12-2.43

Cheltenham Wide & Bold (Li) 6-3.43;
8-3.05; 10-2.56; 12-2.25; 14-1.78

Cheltenham Wide w Cheltenham Bold (Li)
6-3.28; 8-2.93; 10-2.5; 12-2.26; 14-1.86

Cheltonian & It. (I) 7-3.89; 8-3.55;
10-2.98; 12-2.53; 14-2.16; 18-1.81;
24-1.46

Cheltonian Bold & It. (I) 6-3.42; 8-2.86;
10-2.3; 12-2.08; 14-1.77; 18-1.51;
24-1.15

Cheltonian Bold Cond. & It. (I) 8-3.56;
10-2.94; 12-2.56; 14-2.25; 18-1.78;
24-1.45

Cheltonian Bold Ex Cond. (I) 14-2.68;
18-2.25; 24-1.65

Cheltonian Cond. (I) 8-3.61; 10-2.96;
12-2.59; 14-2.2

Cheltonian Medium & It. (I) 8-3.2; 10-2.61;
11-2.44; 12-2.34; 13-2.11; 14-1.96;
18-1.57; 24-1.22

Cheltonian Medium Cond. (I) 18-1.88;
24-1.48

Cheltonian Wide (I) 6-3.4; 8-2.99; 10-2.53;
12-2.26; 14-1.81; 18-1.59; 24-1.23

Cheltonian Wide & Bold (I) 6-3.43; 8-3.05;
10-2.56; 12-2.25; 14-1.78; 18-1.54;
24-1.23

City Compact Bold (A/C) 12-1.92;
14-1.65; 18-1.45; 24-1.23

City Compact Normal (A/C) 8-2.80;
10-2.25; 12-2.04; 14-1.78; 18-1.65;
24-1.45

Civilite (ATF) 10-4.13; 12-3.71; 14-3.33;
18-2.65; 24-2.07

Clarendon (A/C) 10-2.23; 12-1.94;
14-1.68; 16-1.45; 18-1.09

Clarendon (Craw) (ATF) 8-2.4; 10-2.0;
12-1.7; 14-1.5; 18-1.1; 24-91

Clarendon (Craw) No. 65 (M) 8-2.37;
9-2.19; 10-2; 12-1.72; 14-1.5; 18-1.16

Clarendon (Craw) Book (ATF) 8-2.5;
10-2.0; 12-1.7; 14-1.5; 18-1.1; 24-92

Classic & It. (Li) 6-3.83; 8-3.05; 10-2.56;
12-2.25; 14-1.78

Classified Display (Li) 11-2.45; 22-1.7;
28-1.31; 38-92

Clearface No. 89 (M) 6-3.86; 8-3.18;
10-2.7; 12-2.26

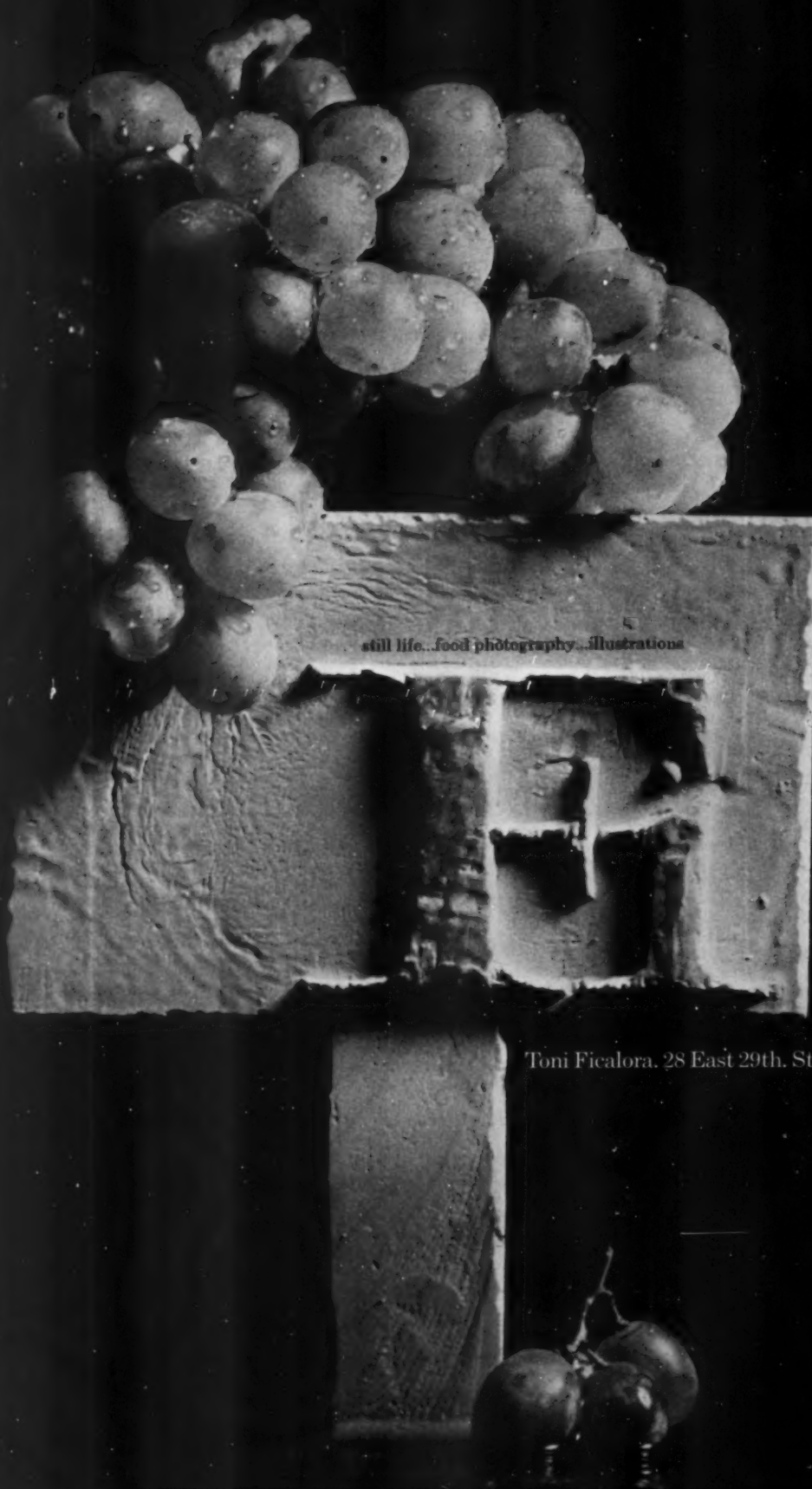
Clearface It. No. 89 (M) 6-3.86; 8-3.18;
10-2.7; 12-2.26

Clearface & It. (ATF) 6-3.83; 8-3.19;
10-2.56; 12-2.25; 14-1.78; 18-1.45

Clearface Bold (Lud) 18-1.56; 24-1.21

Clearface Bold It. (Lud) 14-1.83; 18-1.46;
24-1.15

(Continued next month)



Toni Ficalora. 28 East 29th. St. N.Y.C. Murray Hill 5.6068

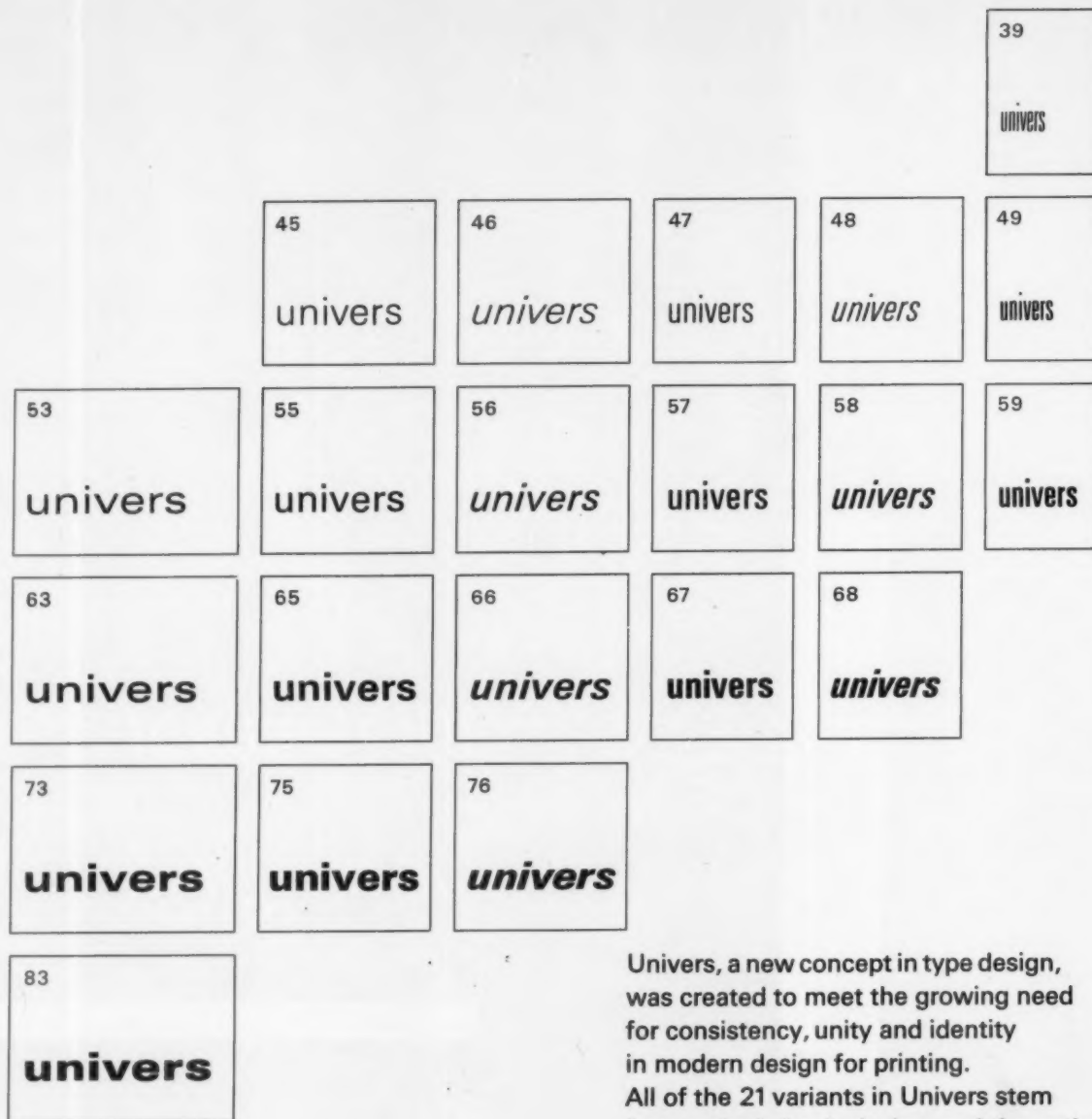
*10th annual
buyer's guide*

art / photography

graphic art

products / service

257 classifications



Univers, a new concept in type design, was created to meet the growing need for consistency, unity and identity in modern design for printing.

All of the 21 variants in Univers stem from a single basic design, and the entire series was worked out to the last detail before a single matrix was cut.

Through this approach, the well-known Swiss designer Adrian Frutiger has created a unique and total type concept. The first of the Univers series are now available from ATF Type Dealers.



American Type Founders
200 Elmora Ave., Elizabeth, New Jersey

CLASSIFICATION 10TH BUYERS GUIDE

AF T

1. advertising design
2. advertising strips
3. airbrush
4. airbrush renderings
5. annual reports
6. architectural rendering
7. art directors, consultant
8. book jackets
9. booklets, direct mail
10. Bourges technique
11. car cards
12. cartoons
13. catalogs
14. charts
15. color separations
16. comic books
17. continuities
18. displays
19. exhibits
20. fine art for industry
21. greeting cards
22. ideas
23. interiors
24. labels
25. layouts
26. letterheads
27. maps
28. mechanicals
29. oil painting
30. package design
31. pen and ink
32. pharmaceutical design
33. point-of-sale
34. portraits, painting
35. posters
36. presentations
37. product design
38. props, costumes, accessories
39. record albums
40. editorial art technique
41. scale models
42. scratchboard
43. sculpture
44. spots
45. stock art
46. trade marks
47. trade publishing art
48. wash drawing, b/w
49. watercolor

ILLUSTRATION

50. aeronautical
51. animals
52. automobiles
53. biblical
54. characters
55. chemical
56. children
57. children's books
58. decorative humorous
59. fashion & style
60. figure
61. furniture
62. general
63. historical
64. home furnishing
65. humorous
66. industrial
67. interiors
68. landscape
69. marine
70. medical

71. product, still-life
72. props
73. shoes
74. sport
75. still-life
76. story
77. stylized
78. symbolic
79. technical

LETTERING

80. alphabets, designed
81. illuminated lettering
82. LeRoy lettering
83. lettering
84. paste-up alphabets
85. paste-up color sheets
86. paste-up shading film
87. photographic composition
88. photo, film, process
89. photographic variations
90. planotype lettering
91. Varigraph lettering

RETOUCHING

92. carbos
93. color toning
94. dye transfer
95. fashion
96. Flexichrome
97. Fluorographic
98. industrial
99. photo, b/w
100. photos, color
101. products
102. technical
103. transparencies

TV

104. animation
105. art
106. cartoons
107. direct color prints
108. film production
109. hot press
110. lettering
111. lettering, photo
112. props
113. slides
114. story boards
115. titles

ART SUPPLIES

116. acetates, overlays
117. adhesives
118. air brushes
119. animation colors
120. artists brushes
121. books
122. Bourges materials
123. bristol boards
124. canvas
125. charcoal & pastel papers
126. colored papers
127. crayons and chalks
128. drafting supplies
129. drawing instruments
130. erasers
131. fixatives
132. fluorescent materials
133. fluorescent paper

134. hand lettering sheets, etc.
135. illustration boards
136. inks
137. lettering templates
138. manufacturer
139. masking inks & opaques
140. negative opaques
141. office supplies
142. oil colors
143. pads, blocks, sketch books
144. palettes
145. pastels
146. pencils
147. pens
148. picture frames
149. retouching materials
150. retail art stores
151. sketch boxes
152. slide rules
153. watercolor materials

PHOTOGRAPHY

154. aerial
155. animals
156. antique arms
157. architectural
158. birds
159. cats & dogs
160. children
161. color
162. consultants
163. editorial
164. experimental
165. fashion
166. general
167. human interest
168. illustration
169. industrial
170. interiors
171. landscapes
172. location
173. magazine photography
174. murals
175. photo agencies
176. photo-reporting
177. printons
178. products
179. props
180. publicity
181. reportage
182. slide films
183. stereo
184. still life
185. stock photos
186. trick photography

PHOTO REPRODUCTION SERVICES

187. Anscochrome processing
188. b/w prints in quantity
189. carbos
190. color assemblies
191. color prints in quantity
192. color separations
193. copy of artwork
194. duplicate transparencies
195. dye transfer prints
196. dye transfer prints, giant
197. Ektacolor
198. Ektachrome processing
199. enlargements
200. Flexichrome

201. montage
202. mural color transparencies
203. photocomposing
204. photocomposing on transparencies
205. photomurals
206. reproduce
207. reprody
208. reproportioning
209. screened veloxes
210. slides
211. strip-ups
212. 35mm negs. & positives
213. transparencies
214. transparency art
215. type "C" prints
216. viewgraph slides
217. color film strips
218. colorstats
219. copy prints
220. ozalids
221. ozachromes
222. protostats
223. photostats on acetate, in opaque black or white
224. visualcast slides

GRAPHIC ARTS

225. acetate proofing
226. advertising presentations
227. ad pre-prints
228. binding
229. display manufacturers
230. envelope manufacturers
231. gravure plates
232. industrial comic books
233. lithography
234. paper merchants, mills
235. photoengravings
- 235a. photogelatin printing
236. printers, letterpress
237. rotogravure
238. silk screen printers
239. type direction
240. type foundry
241. typographers, A.T.A., N.Y.
242. typographers, hand
243. typographers, machine
244. typography, old fashioned
245. typography, photo
246. Varsitytyping

OFFICE SERVICES

247. employment agencies
248. messenger service

ART SCHOOLS

249. schools

REPRESENTATIVES LISTINGS

250. artist's representatives
251. copywriters' representatives
252. photographer's representatives

AGENCY, STUDIO LISTINGS

253. model agencies
254. talent agencies
255. art studios
256. photography studios
257. copy studios

CLASSIFIED LISTINGS

ART

1. advertising design

Advertising Production, Inc. Phone 27605
BX 3464 University Sta., Charlottesville, Va.
all art services, see ad under Art Studios

Paul Bacon Design and Illustration
756 7th Avenue, NYC 19

Len Bastrup, Associates PO 2-7865
74 Turtleback Rd., Wilton, Conn.
creative design & production

Berube Salkin Studio PL 5-6815
835 Third Avenue, NYC 22

George Blomquist BA 5-7559
2735 W. Lehigh Ave., Phila 32, Pa.
Specialist in Silk Screen

Anthony Chen OL 1-1183
5331 96 St., Elmhurst 68, NY
booklets, letterheads, covers comps, stylized illus.

Bob Clark and Friends CA 7-7227
1008 S.W. 6th Ave., Portland 4, Ore.
annual reports, booklets, layouts

Diamond Art Studio MU 3-1418
10 E. 40 St., NYC 16
creative, decorative trade & consumer

Jane Callis Evans VI 2-4585
501 E. 32 St., Chicago 16, Ill.
Advertising design for the Negro market

Jack Gregory EV 6-4006
3510 Hamilton St., Phila 4, Pa.
ideas, design with type, collage-drawings

Robert Havenac Adv. Art Serv. LO 4-2493
110 W. 42 St., NYC 36
ads-b/w; color/sales promotion

Henry Kopel SO 3-3992
508 Richmond Ave., Maplewood, N.J.
art direction-type direction-production

Larry Krebs Studio JU 6-4418
311 W. 43 St., NYC 36
industrial, consumer: design thru production

Allen H. Osofsky TW 4-7060
68-35 79th St., Queens 79, N.Y.

Jack Pentec Studio FR 7-7082
410 N. Laurel Ave., Charlotte 4, N.C.
fresh, versatile creative full serv. AD & Art

Lawrence J. Phenis EV 4-1591
664 Luna Cr., Jacksonville 5, Fla.
fresh creative advertising design & layout

Rapels-Sipp, Inc. CH 4-3215
566 7th Ave., NYC 18
Booklets-Ads-Packaging-Direct Mail

Donald Rettew-Creative Services MO 4-4703
533 Valley View Rd., Marion Station, Pa.
Graphic communications counseling & prod.

George Samerjan LO 4-7257
80 W. 40 St., NYC 18
graphic art, design, layout, packaging

Jerry Selling RO 4-8409
179 Linden St., Rockville Centre, NY
Graphic Design & Illustration

2. advertising strips

Johnstone & Cushing PL 3-5770
137 E. 57 St., NYC 22
specialists in comic art, cartoons, comic books

3. airbrush

Advertising Production, Inc. Phone 27605
BX 3464 University Sta., Charlottesville, Va.
all art services, see ad under Art Studios

Advertising Techniques, Inc. UL 7-7280
174 S. Portland Ave., Bklyn. 17, N.Y.
retouching, illustration

Diamond Art Studio MU 3-1418
10 E. 40 St., NYC 16
illustration, poster, fine retouching

Otto E. Markovics MU 9-6846
114 E. 32 St., NYC 16
medical, techn. retouch, illustr.

Jack P. Taylor, III. PA 2-3146
863 W. 5 St., Winston-Salem 5, N.C.
airbrush

4. airbrush renderings

William Edmonson Jr. ED 1-8092
16451 S. Paulina St., Markham, Ill.

5. annual reports

Len Bastrup, Associates PO 2-7865
74 Turtleback Rd., Wilton, Conn.
creative design & production

Diamond Art Studio MU 3-1418
10 E. 40 St., NYC 16
covers, comp. dummies, dec. spots

C.S. Hammond & Co. NJ-SO 3-6000
515 Valley St., Maplewood, NJ NYC-WO2-0120
complete service-Design thru printing

Robert Havenac Adv. Art Serv. LO 4-2493
111 W. 42 St., NYC 36
design, finished art-surveys & reports

Bruno Junker MU 7-3572
17 W. 44 St., NYC 36
maps, birdseye views, perspective art

Larry Krebs Studio JU 6-4418
311 W. 43 St., NYC 36
creative; pictorial & typographic

Henry Kopel SO 3-3992
508 Richmond Ave., Maplewood, N.J.
design-complete creative production service

Rapels-Sipp, Inc. CH 4-3215
566 7th Ave., NYC 18
creative design through production

Donald Rettew-Creative Services MO 4-4703
533 Valley View Rd., Marion Station, Pa.
Design-Photo.-Complete to printed piece

George Samerjan LO 4-7257
80 W. 40 St., NYC 18
graphic art, design, layout, packaging

6. architectural rendering

Otto E. Markovics MU 9-6846
114 E. 32 St., NYC 16
b/w, color

Seymour Snyder MU 2-1480
11 E. 44 St., NYC 17
all mediums, color, b/w, also interiors

Wallace A. Young PA 3-9153
11 Josephine St., No. Providence 4, R.I.
Architectural Illus. & Renderings-Clr; B&W

7. art directors, consultant

Len Bastrup, Associates PO 2-7865
74 Turtleback Rd., Wilton, Conn.
creative design & production

Irene Charles PL 5-2473
145 E. 49 St., NYC 17
AD of Osborn Charles Assoc. Fash./soft goods

Bob Clark and Friends CA 7-7227
1008 S.W. 6th Ave., Portland 4, Ore.
complete campaigns, ideas thru to print

William J. Claxton CR 6-3141
201 Lasky Dr., Beverly Hills, Calif.
art director, consultant

Design Directions Inc. MU 9-4948
1170 Broadway, NYC 1
package; P.O.P.; display; design specialists

Design Unlimited IV 3-5955
111 Front St., Hempstead, L.I., N.Y.
creatively serving all of Nassau County

Clarence Deutsch CA 4-0788
E-714 1st Nat'l. Bk. Bldg., St. Paul 1, Minn.
creative, art supervision, production

Diamond Art Studio MU 3-1418
10 E. 40 St., NYC 16
complete campaigns from ideas thru to print

Charles F. Dreyer - Art Service YU 6-4242
480 Lexington Ave., NYC 17
adv., edit., promo., technical

J. Walter Flynn P.O. Box 2053, Santa Fe, N. Mex.
editorial layout, adver., public relations

Robert Hawthorne TR 1-5936
27854 Lincoln Rd., Bay Village, Ohio
Art Director-consultant

Hayt Howard, Inc. MU 5-5995
210 E. 39 St., NYC 16
subscribers to research & Code of Ethics

Henry Kopel SO 3-3992
508 Richmond Ave., Maplewood, N.J.
complete supervision-concept to camera

Osborn-Charles Associates Inc. PL 3-7873
145 E. 49 St., NYC 17
fashion & soft goods-ads, promo. packaging

Charles Perry HA 4-5858
8019 Temple Rd., Phila. 50, Pa.
graphic arts consultant & direction

Tom Richardson CI 7-6422
620 5th Ave., NYC
freelance art direction & consulting

Robertson/Montgomery YU 1-1596
716 Montgomery St., S.F. 11, Calif.
trademark packaging direct mail publicitns.

George Samerjan LO 4-7257
80 W. 40 St., NYC 18
graphic art, design, layout, packaging

8. book jackets

Jack Gregory EV 6-4006
3510 Hamilton St., Phila 4, Pa.
design with type, collage-drawings, booklets

Estelle Mandel & Co. RE 7-5062
46 E. 80 St., NYC 21
agent for creative artists

Irwin Traugot NI 9-5544
449 Atkins Ave., Bklyn 8, NY
landscape, still-life, stylized

9. booklets, direct mail

Len Bastrup, Associates PO 2-7865
74 Turtleback Rd., Wilton, Conn.
creative design & production

Berube Selkin Studio PL 5-6815
835 Third Avenue, NYC 22

Bob Clark and Friends CA 7-7227
1008 S.W. 6th Ave., Portland 4, Ore.
complete service for art & production

the copy shop copywriting studio MU 3-1455
270 Madison Ave., NYC 16
26 expert copywriters—per job fees—all media

Diamond Art Studio MU 3-1418
10 E. 40 St., NYC 16
visuals, comps, finishes

Jack Gregory EV 6-4006
3510 Hamilton St., Phila. 4, Pa.
ideas, design with type, collage-drawings

Robert Hovanec Adv. Art Serv. LO 4-2493
110 W. 42 St., NYC 36
surveys; reports; inserts

Larry Kerba Studio JU 6-4418
311 W. 43 St., NYC 36
concept & follow-thru; product, institutional

Henry Kopel SO 3-3992
508 Richmond Ave., Maplewood, N.J.
design-complete creative production service

Repscis-Sipp, Inc. CH 4-3215
566 7th Ave., NYC 18
creative design through production

Donald Rettew-Creative Services MO 4-4703
533 Valley View Rd., Merion Station, Pa.
Max. results within a predetermined budget

George Samerjan LO 4-7257
80 W. 40 St., NYC 18
graphic art, design, layout, packaging

Jerry Soling RO 4-8409
179 Linden St., Rockville Centre, NY
Graphic Design & Illustration

10. Bourges technique

Diamond Art Studio MU 3-1418
10 E. 40 St., NYC 16

11. car cards

Diamond Art Studio MU 3-1418
10 E. 40 St., NYC 16
humorous, decorative

12. cartoons

Charles Addams PL 5-6747
129 E. 55 St., NYC

Abraham Ajay PI 8-1463
Walnut Hill Rd., Bethel, Conn.

Fred Balk WA 7-3269
709 W. 170 St., NYC

Jim Berryman WO 6-3324
6633 32 Pl., Wash. D.C.

Bob Clark and Friends CA 7-7227
1008 S.W. 6th Ave., Portland 4, Ore.
humorous, stylized or high design

Claude
Bridgewater, Connecticut

Diamond Art Studio MU 3-1418
10 E. 40 St., NYC 16
spots, cartoon strips

Paul R. Ducharme
85 N. Main St., N. Easton, Mass

Hal Empe
Duncan, Ariz.

Ed Fortner AN 4-6162
43 LeBrun Ave., Amityville, L.I.

Haenigsen
Windy Bush Orchard, New Hope, Pa.

Kurt Herz MU 7-0373
20 W. 45 St., Rm. 1200, NYC
spots, decorative humorous

Charles Herzog III Studio VE 6-5200
16175 Lindsay, Detroit 35, Mich.

Jim Hocks SU 7-2755
c/o Caronists 100 E. Ohio, Chicago, Ill.

Syd Hoff
P.O. Box 2773, Miami Beach, Fla.

Robert Hovanec Adv. Art. Serv. LO 4-2493
110 W. 42 St., NYC 36
cartoon spots, posters, slide films

Phil Hustis WH 6-7459
15 Ridgeway Circle, White Plains, N.Y.
"Freelancer since 1945"

Johnstone & Cushing PL 3-5770
137 E. 57 St., NYC 22
specialists in comic art, cartoons, comic books

Kennedy Associates, Inc. MU 7-1320
141 E. 44 St., NYC

Carl Lawson CO 7-6845
208 Reichelt Rd., New Milford, N.J.

Roy McKie
R.D. T. N. Britain Rd., Doylestown, Pa.

Mirachi Metamoras 6-4572
Millrift, Pa.

Fred Neher
P.O. Box 708, Boulder, Colo.

Virgil Portch HA 1311M
Box 367, Balboa Island, Calif.

John A. Ruge DE 7-5200
Hotel Gramatan, Bronxville, N.Y.

Eugene A. Russo MU 2-2074
2 W. 45 St., Room 1700, NYC 36
design, layouts, mechanicals

Henry J. Schilling MU 4-1856
280 Madison Ave., NYC 16
cartoonist

13. catalogs

the copy shop copywriting studio MU 3-1455
270 Madison Ave., NYC 16
26 expert copywriters—per job fees—all media

Diamond Art Studio MU 3-1418
10 E. 40 St., NYC 16
from ideas thru to print

Larry Kerba Studio JU 6-4418
311 W. 43 St., NYC

promotional & technical artfully combined

Donald Rettew-Creative Services MO 4-4703
533 Valley View Rd., Merion Station, Pa.
Layout design-Photography-Full prod.

George Samerjan LO 4-7257
80 W. 40 St., NYC 18
graphic art, design, layout, packaging

14. charts

Admaster Prints, Inc. OR 9-1134
425 Park Ave. So., NYC 16
"The Visual Aid Center"

Shelton Beaver
Oakdale Manor, Suffern, N.Y.

Jack Becker TR 3-5582
115 W. 73 St., NYC

Joseph Berdono CU 5-8475M
115-07 Parkway Dr., Elmont L.I.

Nancy W. Dall KI 5-5162
517 S. Carlisle St., Phila. 46, Pa.

B. Dankovszky WH 8-6683
120 Green Acres Ave., White Plains, N.Y.

Diamond Art Studio MU 3-1418
10 E. 40 St., NYC 16
statistical & technical charts, graphs, maps

Jere Donovan PO 4-5741
Old Stony Hill Rd., Pd. Ridge, Conn.

C. S. Hammond & Co. NJ-SO 3-6000
515 Valley St., Maplewood, NJ NYC-WO 2-0120
Quantity Production only

Wittich Holloway RO 4-3376
117 Sarles, Pleasantville, N.Y.

Robert Hovanec Adv. Art Serv. LO 4-2493
110 W. 42 St., NYC 36
slide films, graphs, maps, etc.

Frank Kox JU 2-1548
162 W. 54 St., NYC

Maximilian and Rita Kerr LE 2-4880
240 E. 35 St., NYC 16
Charts, slides, brush & pen lettering

Edward Malsberg OS 2-3613
Glenwalden, Ossining, N.Y.

Otto E. Markovics MU 9-6846
114 E. 32 St., NYC 16
charts that look different

Alex Semenoick NE 9-2792
35-11 85 St., Jackson Hts., N.Y.

Ugo Terricelli-chameyront SU 7-2460
239 Central Pk. W., NYC 24

15. color separations

Color Corporation of America JU 2-4355
43 W. 61st St., NYC 23
the quality color service to the trade

Diamond Art Studio MU 3-1418
10 E. 40 St., NYC 16
perfect register

16. comic books

Diamond Art Studio MU 3-1418
10 E. 40 St., NYC 16
commercial comic books & strips

Johnstone & Cushing PL 3-5770
137 E. 57 St., NYC 22
specialists in comic art, cartoons, comic books

17. continuities

Bred Anderson ST. 2-1393
c/o Brickman, 326 W. Madison, Chi., Ill.

R.N. Anderson TE 6-4308
117 Lees Ave., Teaneck, N.J.

Ken Bald NO 4-0492
8 Oak Trail Rd., Hillsdale, N.J.

Jack Chism
931 S. Central St., Franklin, Mass

Paul Cooper TR 8-3492
223 E. 179 St., NYC

Diamond Art Studio MU 3-1418
10 E. 40 St., NYC 16
straight or humorous

Tony Di Preta DA 3-2277
29 Grenhart Rd., Stamford, Conn.

Joseph Edwards PY 8-1219
96 Black Blvd. Massapequa Pk. L.I.

Craig Flessel
102 Bay Dr., Huntington, L.I.

Robert Globerman WI 1-6520
Hampton Gardens, Ossining, N.Y.

Justin Gruelle Norwalk 6-5163
Norwalk, Conn.

Haenigsen
Windy Bush Orchard, New Hope, Pa.

Edward Hanks BR 6-4878
RFD L, Box 131B, Briar Cliff, N.Y.

Johnstone & Cushing PL 3-5770
137 E. 57 St., NYC 22
specialists in comic art, cartoons, comic books

Joel King GA 6-2001
P.O. Box 57, Hawleyville, Conn.

Robt. Q. Sale WE 8-2750
9 Skemer, Levittown, L.I.

18. displays

- Alberto Sign & Display Co.** CL 5-9705
3120 Paul Pau., Montreal 5, Canada
display designers & manufacturers
Len Bastrup, Associates PO 2-7865
74 Turtleback Rd., Wilton, Conn.
creative design
Diamond Art Studio MU 3-1418
10 E. 40 St., NYC 17
point of sales
Neal Goldman Associates, Inc. MU 6-2747
230 Park Ave., NYC 17
Rik Shaw Associates, Ltd. PL 7-3988
250 W. 57 St., NYC 19
specialize in photographic displays
Seymour Snyder MU 2-1480
11 E. 44 St., NYC 17
still life, interiors architect, landscps.

19. exhibits

- Len Bastrup, Associates** PO 2-7865
74 Turtleback Rd., Wilton, Conn.
creative design
Neal Goldman Associates, Inc. MU 6-2747
230 Park Ave., NYC 17
Rik Shaw Associates, Ltd. PL 7-3988
250 W. 57 St., NYC 19
lightbox & transparencies any size

20. fine art for industry

- Gene C. Adams** IV 7-7159J
38-85 Manawake Ave., Phila 28, Pa.
Samuel H. Antupit MU 2-2728
90 Pinewood Gdns., Hartsdale, N. J.
Irene Aronson DE 5-3781
63-20 Haring St., Rego Park, L. I., N. Y.
James Avati RE 6-5516J
Red Bank, N. J.
John Balbala RA 8-4692
2266 37th St., Astoria, L. I. N. Y.
John Baumer
412 Glen Holly, Pasadena, Calif.
W. M. Baumhofer AN 1-7833
56 School St., Northport, L. I., N. Y.
Walter Banke CA 7-9320
Evergreen Pkway, Westport, Conn.
T. H. Benton WE 1-2125
3616 Bellevue Ave., Kansas City, Mo.
Robert Chapman
Corso Italy 26, Firenze, Italy
Edward Chavez OR 9-2357
Woodstock, N. Y.
Eyvind Earle
5761 Hillview Pk. Ave., Van Nuys, Cal.
Edna Eicke CA 7-2702
RFD 4, Westport, Conn.
Greta Elgaard HO 2-2621
3335 Deronda Dr., Hollywood 28, Cal.
Helen Etting
1922 Panama St., Phila. 3, Pa.
John Falter JU 4-4249
Lansdale Rd., Near Narristown, Pa.
John R. Grabach ES 2-3140
915 Sanford Ave., Irvington, N. J.
Homer Hill ME 5-4878
564 Main St., Chatham, N. J.
Bob Jones LY 1-7109
32 S. Cotenet St., Irvington, N. J.
Joe Jones JE 9-1542
Blackberry Lane, Morristown, N. J.
Robert J. Lee CA 5-4934
Seminory Hill, Carmel, N. Y.

- Estelle Mandel & Co.** RE 7-5062
46 E. 80 St., NYC 21
agent for creative artists
Noel Martin RE 1-1287
6226 Robinson Rd., Cincinnati, Ohio
Everett McNear SU 7-6985
230 E. Ohio St., Chicago, Ill.
Corinne Nabil CL 9-7193
104 Edwards St., Fairfield, Conn.
Jack L. Nesbitt
4015 Locust St., Kansas City, Mo.
Robert Riggs HA 4-3167
22-66 94th St., Jackson Hgts., N. Y.
George Samerlan LO 4-7257
80 W. 40 St., NYC 18
graphic art, design, layout, packaging
Ben Shahn HE 8-1536J
Roosevelt, N. J.
Seymour Snyder MU 2-1480
11 E. 44 St., NYC 17
landscapes, still life, architect., all mediums
Robert Thom MA 6-2411
W. Surrey St., Bloomfield, TWSP, Mich.
William Traher
2331 Niagara St., Denver 7, Colo.
John S. Walsh ME 7-8937
675 44th Ave., Lachine Mont., P. Q., Canada
Jack Wheat DA 3-0206
65 Advocate Pl., Stamford, Conn.
Andrew Wyeth MA 8-2512
Chadds Ford, Pa.

21. greeting cards

- Vera Bell** MU 8-4897
662 Lexington Ave., NYC
Eyvind Earle
5761 Hillview Pk. Ave., Van Nuys, Cal.
Susan Elson OR 4-6247
290 Sixth Ave., NYC
Roger Epply EU 8-9506
Old Saybrook, Conn.
Edward Epstein WA 7-6346
570 Ft. Washington Ave., NYC
Helen Frank DR 6-2287
10 Marion Ave., Springfield, N. J.
Miriam Gillston TW 8-4939
41-34 Case St., Elmhurst, L. I., N. Y.
Dorothy Grider GR 3-2239
38 Gramercy Pk., NYC
James Wilfred Kerr PL 3-7036
360 E. 55th St., NYC
Jackie Klopheis DR 6-2449
112 S. Maple Ave., Springfield, N. J.
Pauline Kreutzfeldt
RFD Greenfield Center, N. Y.
Eleanor Leecher VI 6-5746
118-60 Metropolitan, Kew Gardens, N. Y.
Don Lynch NY 7-3939
No. Broadway, Upper Nyack, N. Y.
Irene Murray UN 7-4273
12 Liberty Pl. Weehawken, N. J.
Herbert Olson CA 7-5462
Bayberry Lane, Westport, Conn.
Evelyn Rose TW 6-5194
98-51 64th Rd., Forest Hills, N. Y.
Jack Shaw LY 5-2356
362 W. 12th St., Claremont, Calif.
Marian Taylor CH 2-5383
23 Grove St., NYC
Rosalind Walcher FA 5-8181
3652 Dyre Ave., NYC

22. ideas

- Bob Clark and Friends** CA 7-7227
1008 S. W. 6th Ave., Portland 4, Ore.
creative, original, sales producers
the copy shop copywriting studio MU 3-1455
270 Madison Ave., NYC 16
26 expert copywriters—per-job fees—all media
Diamond Art Studio MU 3-1418
10 E. 40 St., NYC 16
direct, unusual, complete campaigns
Phil Hustis WH 6-7459
15 Ridgeway Circle, White Plains, N. Y.
"Freelancer since 1945"
Henry Kopel SO 3-3992
508 Richmond Ave., Maplewood, N. J.
art direction-type direction-production

23. interiors

- Clarence Deutsch** CA 4-0788
E-714 1st Nat'l. Bk. Bldg., St. Paul 1, Minn.
creative, art supervision, production

24. labels

- George Blomquist** BA 5-7559
2735 W. Lehigh Ave., Phila 32, Pa.
Experienced Designing of Labels, Decals
Diamond Art Studio MU 3-1418
10 E. 40 St., NYC 16
creative, die-cuts, to meet all needs
Roy Horton Studios PL 3-4914
151 E. 50 St., NYC 22
rough, comp., mechanical
Laymon Studios SW 2-1962
P. O. Box 520, Danville, Va.
smart design & master negatives
William Metzger MU 7-0512
331 Madison Ave., NYC 17
trademarks, labels, package design, letterhead
Rapexis-Sipp, Inc. CH 4-3215
566-7th Ave., NYC 18
creative design & Mechanical artwork

25. layouts

- Advertising Techniques, Inc.** UL 7-7280-1-2
174 S. Portland Ave., Bklyn. 17, N. Y.
design, mechanical, production
Howard Alber LO 3-0474
2004 Pine St., Phila. 3, Pa.
Bruce Angrave
92 Dorset House, London NW 1, Eng.
Paul K. Apharian GA 1-4691
1855 Roxbury Rd., Cleveland 12, Ohio
design & saleability, rough-comprehensive
John Averill LI 9-0377
738 W. Barry Ave., Chicago, Ill.
William Bird WA 2-7353
703 Walnut St., Phila. 2, Pa.
Edward Bradford
44 Bromfield St., Boston, Mass.
Ronald Bradford
801 S. Wells, Chicago, Ill.
Ralph Canales CA 7-7665
Oak St., Westport Conn.
R. J. Christensen KE 6-4246
230 Boyle St., Boston 16, Mass.
Bob Clark and Friends CA 7-7227
1008 S. W. 6th Ave., Portland 4, Ore.
creative layout, illustration, lettering
John Clark DA 2-0852
Robinson Dr., Stamford, Conn.
Albert J. Conti DE 4-6852
2308 S. Woodstock St., Phila. 45, Pa.
Herb Daugherty TE 8-6111
200 E. 66th St., NYC 21

James M. Delahanty FR 1-5404
1416 Norvell Dr., Pitts. Pa.
Clarence Deutsch CA 4-0788
E. 714 1st Natl. Bk Bldg., St. Paul, Minn.
Diamond Art Studio MU 3-1418
10 E. 40 St., NYC 16
industrial, consumer for all media
John Rogers Fleming
1601 21 St., Wash., D.C.
John E. Forker EM 2-2256
514 S. Linden Ave., Pitts., Pa.
John Garty GE 8-4838
271 Willow Ave., Lyndhurst, N.J.
Ollie J. Gaskell LO 4-5379
2127 Sansom St., Phila. 3, Pa.
Robert Hovanec Adv. Art Serv. LO 4-2493
110 W. 42 St., NYC 36
ads, booklets, surveys
Henry Kopel SO 3-3992
508 Richmond Ave., Maplewood, N.J.
art direction-type direction-production
Rapecis-Sipp, Inc. CH 4-3215
566-7th Ave., NYC 18
creative visuals, comprehensives
George Samerjan LO 4-7257
30 W. 40 St., NYC 18
graphic art, design, layout, packaging
William B. Stein PL 2-2460
575 Lexington Ave., NYC 22
layouts, art direction, rendering, cartoons

26. letterheads

Alberto Sign & Display Co. CL 5-9705
3120 Paul Pau., Montreal 5, Canada
letter heads, trademarks & display charts
Len Bastrup, Associates PO 2-7865
74 Turtleback Rd., Wilton, Conn.
creative design & production
Diamond Art Studio MU 3-1418
10 E. 40 St., NYC 16
design, finish, all types of businesses
William Metzlig MU 7-0512
331 Madison Ave., NYC 17
trademarks, labels, package design, letterhead
Rapecis-Sipp, Inc. CH 4-3215
566-7th Ave., NYC 18
corporate image, creative design

27. maps

Aero Service Corporation GL 7-3000
210 E. Courtland St., Phila 20, Pa.
relief maps & models
Diamond Art Studio MU 3-1418
10 E. 40 St., NYC 16
decorative, statistical, technical
Jane Donovan PO 4-5741
Old Stony Hill Rd., Pd. Ridge, Conn.
Maps
C. S. Hammond & Co. NJ-SO 3-6000
515 Valley St., Maplewood, NJ NYC-WO 2-0120
Authentic-Factual & Decorative
Bruno Junker MU 7-3572
17 W. 44 St., NYC 36
perspective maps, birdseye views
Jerome S. Kates NE 2-6081
33 Halcynter, New Rochelle, N.Y.
Maps
Estelle Mandel & Co. RE 7-5062
46 E. 80 St., NYC 21
agent for creative artists
Otto E. Markevics MU 9-6846
114 E. 32 St., NYC 16
decorative, realistic

A. Petrucci
Mt. Tabor, N.J.
Maps

28. mechanicals

Diamond Art Studios MU 3-1418
10 E. 40 St., NYC 16
clean, precise-type specs
Roy Horton Studios PL 3-4914
151 E. 50 St., NYC 22
Robert Hovanec Adv. Art Serv. LO 4-2493
110 W. 42 St., NYC 36
our prod. know-how saves you \$ & time
Mechanicals Plus PL 2-2480
145 E. 57 St., NYC

29. oil painting

Alberto Sign & Display Co. CL 5-9705
3120 Paul Pau., Montreal 5, Canada
oil painted maps & murals
Estelle Mandel & Co. RE 7-5062
46 E. 80 St., NYC 21
agent for creative artists

30. package design

John Balbalis RA 8-4692
2266 37th St., Astoria, L.I.
Lon Bastrup, Associates PO 2-7865
74 Turtleback Rd., Wilton, Conn.
creative design & production
Chester Joshua Abend IN 3-7224
19-20 147th St., Whitestone 57, N.Y.
George E. Beyer, Jr.
4456 Broadway, Kansas City, Mo.
Mabel Siegelin Bott
Artist Acres, RR 5, Brazil, Ind.
Ruth Brand FR 8-6043
1414 Millwood, N. Merrick 21, N.Y.
Diamond Art Studio MU 3-1418
10 E. 40 St., NYC 16
complete design service; comp to finish
Joseph P. Ficaro
7841 S. Hoyle Ave., Chicago 20, Ill.
Robert I. Goldberg FI 2-1066
29 Lawrence St., New Hyde Park, L.I.
Neal Goldman Associates, Inc. MU 6-2747
230 Park Ave., NYC 17
Al Gottlieb TE 6-6777
179 Larch Ave., Teaneck, N.J.
Roy Horton Studios PL 3-4914
151 E. 50 St., NYC 22
Ingersoll Studios BR 9-5136
4 W. 40 St., NYC 18
rough, comp., mechanical
Robert Isaacson Design HI 9-2866
440 Colfax Rd., Havertown, Pa.
exclusively packaging/all methods & materials
Robert Jackson LY 1-7621
Brksid. Grdns., Irvington, N.Y.
Bert Kampshall MO 4-3052
410 N. Michigan, Chicago, Ill.
Henry Kopel SO 3-3992
508 Richmond Ave., Maplewood, N.J.
art & type direction-concept to camera
John McCluskey WE 3-5380
607 2nd Ave., West Harrow, Conn.
William Metzlig MU 7-0512
331 Madison Ave., NYC 17
trademarks, labels, package design, letterhead
Rapecis-Sipp, Inc. CH 4-3215
566-7th Ave., NYC 18
creative design, mechanical artwork
Jan Rospond FR 7-3074
Shunpike, Chatham, N.J.

RO 9-0512

George Samerjan LO 4-7257
80 W. 40 St., NYC 18
graphic art, design, layout, packaging
Marbert Schwarz DE 7-2824
49 E. Oak, Chicago, Ill.
Edw. F. Sullivan CE 6-8545
230 N. Michigan, Chicago, Ill.

31. pen and ink

Lee Berry VI 7-8130
19 Bartlett Ave., Norwalk, Conn.
pen and ink drawings
Diamond Art Studio MU 3-1418
10 E. 40 St., NYC 16
adv. & story illustration
Robert Hovanec Adv. Art Serv. LO 4-2493
110 W. 42 St., NYC 36
modern techniques; telephones a specialty
Estelle Mandel & Co. RE 7-5062
46 E. 80 St., NYC 21
agent for creative artists
Otto E. Markevics MU 9-6846
114 E. 32 St., NYC 16
product, spot, techn. illustr.
Wallace A. Young PA 3-9153
11 Josephine St., No. Providence 4, R.I.
Pen & Ink

32. pharmaceutical design

Diamond Art Studio MU 3-1418
10 E. 40 St., NYC 16
layouts, comps, finish; broadsides
Robert Hovanec Adv. Art Serv. LO 4-2493
110 W. 42 St., NYC 36
detail folders, ads, blotters etc.
Henry Kopel SO 3-3992
508 Richmond Ave., Maplewood, N.J.
art & type direction-concept to camera
Estelle Mandel & Co. RE 7-5062
46 E. 80 St., NYC 21
agent for creative artists
Rapecis-Sipp, Inc. CH 4-3215
566-7th Ave., NYC 18
booklets, ads, packaging, direct mail

33. point-of-sale

Lon Bastrup Associates PO 2-7865
74 Turtleback Rd., Wilton, Conn.
creative design & production
George Blomquist BA 5-7559
2735 W. Lehigh Ave., Phila. 32, Pa.
Designs For Silk Screen Reproduction
Bob Clark and Friends CA 7-7227
1008 S.W. 6th Ave., Portland 4, Ore.
brainstorming sessions by appointment only
Neal Goldman Associates, Inc. MU 6-2747
230 Park Ave., NYC 17
Rik Shaw Associates, Ltd. PL 7-3988
250 W. 57 St., NYC 19
181 photographic production services

34. portraits, painting

Ernest Hamlin Baker
Brevard Rd., Hendersonville, N.C.
Portraits
Akal F. Berglund IR 8-2531
3803 N. Hamlin Ave., Chicago 18, Ill.
portraits
Orestes Bernardini RA 8-3850
24-27 Kind Rd., Long Island City, N.Y.
portraits

- Bill F. Bowen** YO 5-1489
170 Hudson Terr., Yonkers, N.Y.
portraits
- Howard Brodie** YO 7-6308
4006 Ben Lomond Dr., Palo Alto, Cal.
Portraits
- Dick Burton** AN 1-2915
314 Dickenson Ave., Northport, L.I.
portraits
- Gordon Ellis**
White House, Berwick-on-Tweed, England.
portraits
- Neillie M. Frain**
53 W. Burton Pl. Chicago 10, Ill.
portraits
- Germain G. Glidden** VI 7-8791
Seir Hill, Norwalk, Conn.
portraits
- Karl Godwin** CA 7-5023
Patrick Rd. Westport, Conn.
portraits
- 35. posters**
- Alberto Sign & Display Co.** CL 5-9705
3120 Paul Pau., Montreal 5, Canada
posters & cards, layouts & lettering
- George Blomquist** BA 5-7559
2735 W. Lehigh Ave., Phila 32, Pa.
Exp. Designing for Silk Screen
- Bob Clark and Friends** CA 7-7227
1008 S.W. 6th Ave., Portland 4, Ore.
genuine traffic stoppers
- Diamond Art Studio** MU 3-1418
10 E. 40 St., NYC 16
travel, food, industrial
- Simon Goldsmith** RE 2-9834
30 Church St., NYC 7
- Rapexis-Sipp, Inc.** CH 4-3215
566-7th Ave., NYC 18
creative design & final illustration
- George Samerjan** LO 4-7257
80 W. 40 St., NYC 18
graphic art, design, layout, packaging
- 36. presentations**
- Berube Salkin Studio** PL 5-6815
835 Third Avenue, NYC 22
- Bob Clark and Friends** CA 7-7227
1008 S.W. 6th Ave., Portland 4, Ore.
cinch that account on first call
- the copy shop copywriting studio** MU 3-1455
270 Madison Ave., NYC 16
26 expert copywriters—per-job fees—all media
- Diamond Art Studio** MU 3-1418
10 E. 40 St., NYC 16
effective & unique design
- Simon Goldsmith** RE 2-9834
30 Church St., NYC 7
- Phil Hustis** WH 6-7459
15 Ridgeway Circle, White Plains, N.Y.
"Freelancer since 1945"
- Maximilian and Rita Kerr** LE 2-4880
240 E. 35 St., NYC 16
Creative charts, 3D Slides, Binders, etc.
- Rik Shaw Associates, Ltd.** PL 7-3988
250 W. 57 St., NYC 19
complete creative photo. prod. serv.
- Terminal Display Art Service** MU 7-3670
8 W. 45 St., NYC
- 37. product design**
- Len Bastrup, Associates** PO 2-7865
74 Turtleback Rd., Wilton, Conn.
creative design
- Neal Goldman Associates, Inc.** MU 6-2747
230 Park Ave., NYC 17
- 38. props, costumes, accessories**
- Robert Abells** RE 4-5116
860 Lexington Ave., NYC
fire-arms
- Abet Rent-A-Fur** CH 3-4555
150 W. 28 St., NYC
furs
- Accessories & Design** PL 3-3555
112 E. 55 St., NYC
furniture & interiors
- Alltime Animals Rental** CI 7-2550
550 Fifth Ave., NYC
animals
- Aluminum Furniture** TE 8-7943
127 E. 60 St., NYC
furniture & interiors
- Angle Costumes** JU 2-3759
56 W. 46 St., NYC
costumes & accessories
- Animal Talent Scouts** CH 3-2700
331 W. 18 St., NYC
animal
- Arden Galleries** EN 2-2780
60 W. 67 St., NYC
galleries, props
- Atlas Mirror & Glass** PL 3-9357
308 E. 49 St., NYC
mirrors & glass
- J. Aug Bicycles** AC 2-7248
15 W. 100 St., NYC
Bicycles
- Mme. Berthe Costumes** PL 7-4170
110 W. 47 St., NYC
costumes & accessories
- Basher & Company** PL 8-1400
73 E. 52 St., NYC
rugs
- Bicycle & Ski Club** CI 6-3169
9 C. P. W., NYC
bicycles
- Banniers** PL 9-7985
605 Madison Ave., NYC
furniture & interiors
- Booth's** MU 8-0667
164 E. 56 St., NYC
furniture & interiors
- Albert Borgzinner & Co.** LO 4-2575
11 W. 42 St., NYC
jewelry
- Brooks Costumes** PL 7-5800
3 W. 61 St., NYC
costumes & accessories
- Capexio** JU 6-2150
1612 B'way, NYC
shoes
- Carpet House** PL 5-7172
515 Madison Ave., NYC
rugs
- Carpet Institute** PE 6-2043
350 Fifth Ave., NYC
rugs
- Carroll Musical Inst.** CO 5-4922
209 W. 48 St., NYC
musical instruments
- Center Fire Arms** CI 6-7307
236 W. 54 St., NYC
fire-arms
- Chateau Riding** CI 6-0520
608 W. 48 St., NYC
animals
- Colonial Sand & Stone Co.** CI 5-5400
1740 B'way, NYC
sand
- David's Outfitters** PL 7-0160
117 W. 46 St., NYC
costumes & accessories
- Dalman Shoe** PL 9-7600
754 Fifth Ave., NYC
shoes
- Dunbar** TE 8-8718
305 E. 63 St., NYC
furniture, office
- Eaves Costume** PL 7-3730
151 W. 46 St., NYC
costumes & accessories
- Ey-Teb Salon** PL 2-1685
14 E. 60 St., NYC
eyelashes-fingernails
- Encore Studio** CI 6-5237
410 W. 47 St., NYC
galleries, props
- Finland House Lighting** MU 3-3157
8 E. 36 St., NYC
lighting fixtures
- Flea Market** PL 3-5987
215 E. 55 St., NYC
galleries, props
- Walter Florell** PL 7-8780
30 W. 57 St., NYC
Millinery
- Follies Costume** CI 6-6237
254 W. 49 St., NYC
costumes & accessories
- Grey Owl Indian Craft** GE 6-3287
4518 Seventh Ave., NYC
costumes & accessories
- Gringer & Sons** GR 5-0600
29 First Ave., NYC
kitchens, plumbing
- S. Hanfling Co.** MU 5-0797
24 W. 28 St., NYC
foliage
- A. T. Harris Corp.** MU 2-6325
421 Lexington Ave., NYC
tux & tails
- Victor Henschel** MU 8-2198
1003 Second Ave., NYC
rugs
- Milton C. Herman** BR 9-0610
363 Seventh Ave., NYC
furs
- Wm. Hunrath** PL 8-1529
763 Third Ave., NYC
hardware
- Innocenti Corp.** CO 5-7795
45 Columbus Ave., NYC
autos & motor bikes
- I.Q. Costume** TR 3-4601
248 W. 64 St., NYC
costumes & accessories
- Island Motor Inc.** IL 8-5711
83-02 Queens Blvd., NY
autos & motor bikes
- Edwin Jackson** PL 9-8210
159 E. 54 St., NYC
furniture & interiors
- Japan Paper Co.** WO 6-2300
7 Laight, NYC
wrappings
- Karinska Costumes** LU 2-5108
112 W. 44 St., NYC
costumes & accessories
- Kennedy Galleries** EL 5-3740
785 Fifth Ave., NYC
prints
- Kervan Co.** LA 4-4905
119 W. 28 St., NYC
foliage

Knoll Associates
575 Madison Ave., NYC
furniture, office

S. Kramer
952 Second Ave., NYC
paint houses

La Cuisiniere
133 E. 55 St., NYC
pot & pans

Lanes Costume
15 W. 44 St., NYC
costumes & accessories

Lighting Associates
238 E. 47 St., NYC
lighting fixtures

Lopipero, Inc.
788 Third Ave., NYC
furniture & interiors

Farley Manning Associates
342 Madison Ave., NYC 17
Camping props

Marikien Co.
108 E. 48 St., NYC
rugs

John F. Morris
224 W. 30 St., NYC
furs

I. Miller
450 Fifth Ave., NYC
shoes

Mulle Costumes
499 Seventh Ave., NYC
costumes & accessories

Nowel Art Galleries
883 Second Avenue, NYC
galleries, props

Old Versailles
152 E. 53 St., NYC
furniture & interiors

Oneside Community Ltd.
99 Park Ave., NYC
Silver place settings

Perpruner Ottone
344 W. 45 St., NYC
costumes & accessories

Plaza Paint Supply
1026 Third Ave., NYC
paint houses

Helene Pons Costume
254 W. 54 St., NYC
costumes & accessories

Real Lace Shop
556 Madison Ave., NYC
lace

Reiss Bros.
54 E. 59 St., NYC
toys

Rubenstein's & Sons
876 B'way, NYC
Xmas & party goods

Eddie Senz, Inc.
61 E. 57 St., NYC
make-up

Sharf Furs
534 Lexington Ave., NYC
furs

Rose Schogel Costumes
31 W. 56 St., NYC
costumes & accessories

Alex Taylor
7 E. 38 St., NYC
athletic equipment

Theatrical Costume
112 W. 44 St., NYC
costumes & accessories

Tay Balloon Co.
204 E. 38 St., NYC
Balloons

MU 8-7900

PL 8-2694

PL 5-5194

OX 7-3664

PL 1-0577

PL 3-4120

OX 7-7292

PL 3-8695

LA 4-5019

BR 9-2000

BR 9-2690

PL 8-1970

PL 3-4479

OX 7-1410

CI 6-0198

TE 8-6767

CO 5-7920

PL 8-1783

EL 5-2570

AI 4-0162

PL 3-2326

PL 9-4850

CI 7-7595

MU 9-5656

LU 2-4190

MU 2-3803

Tuder Art Galleries
311 E. 56 St., NYC
galleries, props

Variety Costumes
353 W. 48 St., NYC
costumes & accessories

Walter's Furniture Rental
893 Second Ave., NYC
furniture & interiors

David Weiss Antiques
863 Third Avenue, NYC
furniture & interiors

Wilma Gowns
4 W. 57 St., NYC
costumes & accessories

Winter Furs
224 W. 30 St., NYC
furs

39. record albums

Maarten de Rood
4511 Maycrest Ave., Los Angeles 32, Calif.
record albums

Estelle Mandel & Co.
46 E. 80 St., NYC 21
agent for creative artists

PL 5-1131

CO 5-8789

PL 8-0472

PL 5-1492

CI 7-2475

BR 9-1534

RE 7-5062

RO 1-2180

GL 7-3000

EV 6-4006

RO 1-2180

GL 7-3000

LO 4-2493

MU 5-2830

TR 5-0790

MU 3-1418

LO 4-2493

MU 5-2830

TR 5-0790

MU 7-1369

MU 3-1418

MU 3-1418

OL 1-1183

MU 3-1418

RE 2-9834

MU 7-0373

40. editorial art technique

Jack Gregory
3510 Hamilton St., Phila. 4, Pa.
collage-drawings, design with typography

Jean Macdonald Porter
175 Main St., White Plains, N.Y.
child books, advertising, overlays

41. scale models

Aero Service Corporation
210 E. Courtland St., Phila. 20, Pa.
scale models & maps

42. scratchboard

Diamond Art Studio
10 E. 40 St., NYC 16
adv. product, story illustration

Robert Havancac Adv. Art Serv.
110 W. 42 St., NYC 36
historical homes, telephones, spots

Michael Lepert
218 Madison Ave., NYC 16
product, still life, food

Jack Vogelmann
280 Liston Road, Kenmore 23, N.Y.
product renderings, creative

43. sculpture

Sculptural Promotions, Inc.
441 Lexington Ave., NYC 17

44. spots

Anthony Chen
5331 96 St., Elmhurst 68, NY
stylized realism, decorative, color & b/w

Diamond Art Studio
10 E. 40 St., NYC 16
decorative, humorous, realistic; all media

Simon Goldsmith
30 Church St., NYC 7

Kurt Herz
20 W. 45 St., Rm 1200 NYC
decorative humorous, cartoons

Jack Vogelmann TR 5-0790
280 Liston Road, Kenmore 23, N.Y.
figure, atmosphere, line, wash and color

45. stock art

American Mail Advt., Inc.
610 Newbury St., Boston 15, Mass.

The Bettmann Archive, Inc. PL 8-0362
136 E. 57th Street, NYC

Camera Clix MU 7-6112
19 W. 44 St., NYC 36
color Transparencies, Religious-Non Religious

Walter Chandra
Box 237, Huntington Station, L.I., N.Y.

Color Stock Library
7934 Santa Monica Blvd., Hollywood, Calif.

Culver Service
660 First Avenue, NYC

John S. Dunlop
420 Lexington Avenue, NYC

C.S. Hammond & Co. NJ-SO 3-6000
515 Valley St., Maplewood, NJ NYC-WO 2-0120
Geographical & Nature Subjects

Mercury Archives, Inc.
223 W. Second St., L.A. 12, Calif.

Underwood & Underwood News Photos, Inc. JU 6-5910
3 W. 46 St., NYC 36
all subjects: advertising & editorial

Harry Volk, Jr.
1401 N. Main St., Pleasantville, N.J.

46. trade marks

Len Bastrup, Associates PO 2-7865
74 Turtleback Rd., Wilton, Conn.
creative design & production

Diamond Art Studio MU 3-1418
10 E. 40 St., NYC 16
creative design

Henry Kopel SO 3-3992
508 Richmond Ave., Maplewood, N.J.
design-complete creative production service

William Metzger MU 7-0512
331 Madison Ave., NYC 17
trademarks, labels, pkg. design, letterhead

Rapack-Sipp, Inc. CH 4-3215
566-7th Ave., NYC 18
corporate image, packaging

George Samerjan LO 4-7257
80 W. 40 St., NYC 18
graphic art, design, layout, packaging

47. trade publishing art

Charles F. Dreyer Art Service YU 6-4242
480 Lex. Ave., NYC 17
edit. covers, tech. advertiser's serv.

H. David Howard MU 2-1480
11 E. 44 St., NYC 17
men's boys fash. hats shoes, floats, access.

48. wash drawing, b/w

Bob Clark and Friends CA 7-7227
1008 S.W. 6th Ave., Portland 4, Ore.
so real they look like color

Diamond Art Studio MU 3-1418
10 E. 40 St., NYC 16
adv., product, story illustration, interiors

Jack Vogelmann TR 5-0790
280 Liston Road, Kenmore 23, N.Y.
Opaque wash, figures, interiors, exteriors

49. watercolor

Estelle Mandel
46 E. 80 St., NYC 21
agent for creative artists

RE 7-5062

ILLUSTRATION

50. aeronautical

Eugene Bell FR 6-5533
414 Grace Ave., Akron, Ohio
Ric Binkley LE 5-4088
151 E. 81 St., NYC
Chesley Bonestell SY 8-4283
Altadena, Calif.
Jack Coggins FO 7-5592
Hill Church, RD 1, Boyertown, Pa.
Paul Cooper TR 8-3492
233 E. 179 St., NYC
Sabodh Das
c/o Hindustani Air., Bangalore, India
John W. Gatenby Jr.
755 E. Grant Highway, Marengo, Ill.
Bruno Junker MU 7-3572
17 W. 44 St., NYC 36
aviation, astronautics, missiles, space
Underwood & Underwood News Photos, Inc.
3 W. 46 St., NYC 36 JU 6-5910
all subjects: advertising & editorial

51. animals

William Ackerman SH 2-6356
429-20 Ave., Paterson, N. J.

Velma Adams DU 3-3888
714 S. Oxford Ave., L. A., Cal.
Charles Andres Kenwood 5935
7265 N. Ridge Dr., Omaha 11, Neb.
Mary Baker
119 W. 3 St., Okmulgee, Okla.
Loren C. Bates
425 10th Ave., St. Petersburg, Fla.
Hank Berger FR 8-2169
39 Millburn Center, Freeport, L. I.
Else Bostelmann DA 5-0785
15 Apple Tree Lane, Darien, Conn.
Carl Burger RO 9-1817
192 Bedford St., Pleasantville, N. Y.
R. A. Cameron WI 4-8199
259 Leonia Ave., Leonia, N. J.
Anthony Chen OL 1-1183
5331 96 St., Elmhurst 68, N. Y.
stylized realism, decorative, color & b/w
Gershon Cooper PR 5-0634
513 Croydon Rd., Elmont, L. I.
R. J. Davidson PR 5-4050
562 Kirby Rd., Elmont, L. I., N. Y.
decorative, humorous • line, color, half-tone
Diamond Art Studio MU 3-1418
10 E. 40 St., NYC 16
realistic, decorative, humorous, all media
Don Eckelberry MO 9-0968
4 Foster Lane, Babylon, L. I.
W. Ferrier
1960 Dorchester S., Montreal, Canada
Arthur Fitzpatrick DA 2-1769
Erskine Ave., Stamford, Conn.
Helen Frank DR 6-2287
10 Marion Ave., Springfield, N. J.
Si Frankel IV 1-3275
540 Richmond Rd., East Meadow, L. I.

R. Freund WI 4-2430
c/o King, 330 W'DI'd Pk. Leonia, N. J.
Edwin W. Fuerst WA 4060
2508 Southwood Rd., Toledo, Ohio
C. S. Hammond & Co. NJ-SO 3-6000
515 Valley St., Maplewood, NJ NYC-WO 2-0120
Wild & Domestic-Stock.
Lloyd Sanford SW 6-6714
31-03 Garrison Terrace, Fair Lawn, N. J.
all types, all media, realistic

52. automobiles

William Allured TR 1-2648
20 W. Bethun, Detroit 2, Mich.
James Espinosa SW 7-8067
89 Jamros Terr., Saddle Brook, N. J.
Bill Fleming WH 3-3377
619 N. Michigan, Chicago, Ill.
Beverly Foodisch
7 S. Downing, Denver, Colo.
Dick Green OL 5-1543
92 Five Mile River Rd., Darien, Conn.
Elaine Havelock
8840 Steel St., Detroit, Mich
Edward H. Rago GA 6-9685
9 Meadow Rd., Newton, Conn.
Larry Segall ES 2-3519
2018 83 St., Bklyn, N. Y.
Underwood & Underwood News Photos, Inc.
3 W. 46 St., NYC 36 JU 6-5910
all subjects: advertising & editorial
John Vickery SU 7-4222
33 W. 67 St., NYC



Jacob Landau



Ed Schmidt



Mary Anna Gilmore



Jack Weaver

get to know what **MEL RICHMAN** talents can do

53. biblical

C. S. Hammond & Co. NJ-SO 3-6000
515 Valley St., Maplewood, NJ NYC-WO 2-0120
Maps & Editorial

54. characters

G. Bruster SW 8-0918
336-139 Ave., San Leandro, Calif.
Charles G. Evers HO 8-0641
30-41 209 St., Queens Village, N.Y.
Larry Kane PL 3-5887
45 E. 52 St., NYC
Edward Kuser SA 2-1502
241 N. Sydenham St., Phila. 40, Pa.
Robert Levering LE 5-4618
30 E. 79 St., NYC
Clark Miller CE 6-7051
o. Main St., Marlboro, N.Y.
J. I. Parker OL 9-2592
66 Rancho Rd., Carmel Val. Cntr., Calif.
Russell Sambrook GR 8-0145
233 Ridge Rd., Rutherford, N.J.
James Summers MU 8-5236
230 E. Ohio, Chicago, Ill.
John Zeigler TE 1-4646
52 Winnebago Dr., Milfd., Cincinnati, O.

55. chemical

The Bettmann Archive, Inc. PL 8-0362
136 E. 57 St., NYC 22
historical prints of alchemy, chemistry

Camera, M. D. Studios MU 6-3922
127 E. 34 St., NYC 16
medical & scientific photo-illustration
Culver Service MU 4-5054
660 1st Ave., NYC
historical prints & pictures

56. children

Anthony Chen OL 1-1183
5331 96 St., Elmhurst 68, NY
fashions, commercial, book
R. J. Davidson PR 5-4050
562 Kirkby Rd., Elmont, L. I., N.Y.
decorative, humorous • line, color half tone

57. children's books

Anthony Chen OL 1-1183
5331 96 St., Elmhurst 68, NY
trade & educational
Estelle Mandel & Co. RE 7-5062
46 E. 80 St., NYC 21
agent for creative artists
Irwin Traugot NI 9-5544
449 Atkins Ave., Bklyn 8, NY
landscape, still-life, stylized

58. decorative humorous

Raymond Aldrich
185 Preble St., S. Portland 7, Maine
Lennon T. Bandel
1224 St. Charles St., Lakewood 7, Ohio



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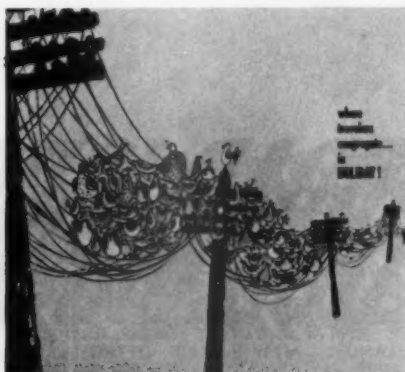
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City _____

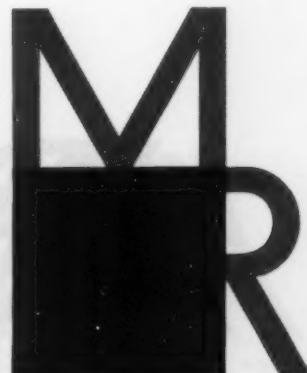
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bala-cynwyd, pa.
trinity 8-5500
new york area
575 lexington ave., n.y. 22, ny.
plaza 2-2460

Brent Carpenter FR 2-0287
c/o Bundy, 185 N. Wabash, Chicago, Ill.
R. J. Davidson PR 5-4050
562 Kirkby Rd., Elmont, L.I., N.Y.
animals, people food • line, color half tone
Ralph Dellibove ID 8-8091
1 Parley Lane, Ridgefield, Conn.
Diamond Art Studio MU 3-1418
10 E. 40 St., NYC 16
spots, ads, booklet illustration
Edna Eicks CA 7-2702
RFD 4, Westport, Conn.
Greta Elgaard HO 2-2621
3335 Deronda Dr., Hollywood 28, Calif.
Joseph Farris PI 3-3660
RFD 1, Bethel, Conn.
John Garner RI 6-6096
34 S. 17 St., Phila. 3, Pa.
Howard Guttentplan NI 8-3730
231 Brightwater Court, Brooklyn 35, N.Y.
imaginative, editorial and promotional
Annabelle Hagyard MU 3-8749
Silvermine Ave., Norwalk, Conn.
Kurt Herz MU 7-0373
20 W. 45 St., Rm. 1200 NYC
Spots, stylized, cartoons
Elsa Kula MI 2-4843
1922 N. Sedgwick, Chicago 14, Ill.
George Lauber PR 1-5285
1900 Euclid Bldg., Cleveland, Ohio
Gloria McKeown DE 3-4869
24 College Dr., Jersey City, N.J.

59. fashion & style

Judy Brody TE 3308
23-36 N. Carroll, Dallas, Tex.

M. Burniston PO 2-7370
Spectacle La., Wilton, Conn.
Irene Buzek OR 3-9846
4615 Germantown Rd., Phila. Pa.
Anthony Chen OL 1-1183
5331 96 St., Elmhurst 68, NY
women & children, accessories stylized
Jeanne Day HO 5-6375
1628 W. Sherwin, Chicago, Ill.
E. Goldstein
17724 Van Aiken Blvd., Cleveland, Ohio
fashion
Margaret E. Haug JU 8-1482
2750 Wilson Ave., Chicago 25, Ill.
Janet R. Kennedy
1016 22 St., Sarasota, Fla.
Phyllis McWilliams 35-1543
510 Penn Ave., Johnstone, Pa.
Corinne Nobil CL 9-7193
104 Edwards St., Fairfield, Conn.
Maribeth Olson WH 6-0863
8 Shaw Lane, Hartsdale, N.Y.
John Rosmini OR 9-3673
132 E. 35 St., NYC 16
fashions, covers, layouts, brochures
Art Weymar HA 9-8711
7765 Turnar Dr., Denver, Colo.

60. figure

Advertising Production, Inc. Phone 27605
Bx 3464 University Sta., Charlottesville, Va.
all art services, see ad under Art Studios
Charles Herzog III Studio VE 6-5200
16175 Lindsay, Detroit 35, Mich.
figure illustration

61. furniture

George Blomquist BA 5-7559
2735 W. Lehigh Ave., Phila. 32, Pa.
Wash and Line Technique
Paul Crowley LI 5-1748
Chestnut St., Lindenhurst, N.Y.
Diamond Art Studio MU 3-1418
10 E. 40 St., NYC 16
line & wash, b/w & color
Bill Gilbert TE 6-7355
539 Palisade Ave., Teaneck, N.J.
Harley Griffiths TE 4-1150
76 Pine Brook Dr., Larchmont, N.Y.
80-08 135th St., Kew Gardens, LI, N.Y.
Francis Hines WI 1-5160
Millwood, N.Y.
Joseph Janson HI 6-4282
15 E. Wilmot St., Wavertown, Pa.
John E. King WO 6-4072
9 Field Crest, New Cannan, N.Y.
Richard Menkes RE 1-3378
19 Nottingham Rd., W. Orange, N.J.
Joseph Purcell WI 4-4623
3001 Edwin Ave., Fort Lee, N.J.
Frank Russell DE 5-9677
48-24 65th St., Woodside, L.I., N.Y.
George Shepard TR 3-7200
5-169 General Motors Bldg., Detroit, Mich.
H. Raymond Sklar GR 7-9126
5756 Woodcrest Ave., Phila. 31, Pa.
furniture, product ill., b/w-color
Ving Smith NE 3-9520
2 Agar Ave., New Rochelle, N.Y.
Walter A. Smith BO 1-9083
69-45 108th St., Forest Hills, N.Y.

WEDDING ADVERTISING

CLEVELAND ... Main 3-0700 DETROIT... TRinity 5-6180 PITTSBURGH... ATlantic 1-9387



Seymour Snyder MU 2-1480
11 E. 44 St., NYC 17
interiors, color, b/w, also architecture
Thos. Sus, Jr. DE 2-6926
30 W. Washington, Chicago, Ill.
Harry Tower ME 5-9613
16 Broadview Terr., Chatham, N.J.
Edward Valz VI 4-1629
11 W. Walnut, Germantown, Phila., Pa.
Marty Warshaw FR 8-6144
164 Seneca Dr., Merrick, L.I., N.Y.
John White
456 East Ave., Rochester, N.Y.

62. general

Allied Artists
800 W. Baltimore, Detroit, Mich.
Paul Bacon Design and Illustration
756 7th Avenue, NYC 19
Ralph Ballentine DE 7-0400
c/o King 601 N. Fairbanks Ct., Chicago, Ill.
Frank H. Bercker
741 N. Milwaukee St., Milwaukee 2, Wis.
Jean Berwick MO 7-3753
6048 S. Ingleside Ave., Chicago, Ill.
B. Childress EV 8-9175
P.O. Box 273, Old Saybrook, Conn.
Bob Clark and Friends CA 7-7227
1008 S.W. 6th Ave., Portland 4, Ore.
we glamorize anything from apples to zebras
Elwood M. Dean BI 8-7434
301 Clinton Ave., Newark 8, N.J.
Diamond Art Studio MU 3-1418
10 E. 40 St., NYC 16
realistic, decorative, humorous, b/w, color

Don Easton
3180 W. 6 St., Los Angeles, Cal.
Harold Flucke TR 5-4985
Fisher Bldg., Detroit 2, Mich.
John Hagan SU 7-0914
c/o Stevens, 620 Michigan Ave. Chicago, Ill.
Otto E. Markovics MU 9-6846
114 E. 32 St., NYC 16
b/w, color, pen, brush, airbrush
Phyllis McWilliams 35-1543
510 Penn Ave., Johnstone, Pa.
Jack L. Nesbitt LO 2038
4015 Locust St., Kansas City, Mo.
Herbert Olson CA 7-5462
Bayberry Lane, Westport, Conn.
Robert Patterson AM 8-6494
910 Sport Hill Rd., Easton, Conn.
George Petty
Box 190, Rt. 2, Scottsdale, Ariz.
Wade Ray SU 7-5118
750 N. Michigan Ave., Chicago, Ill.
Wallace Sasty CI 7-3900
Wellington Hotel 7th Ave. & 55 St., NYC 19
realistic adv. & editorial art
James W. Schucker 344J1
R.F.D. #3, Quakertown, Pa.
Gil Smith MA 5-2987
427 W. 5 St., Los Angeles 13, Calif.
illustration, layout & production
Underwood & Underwood News Photos, Inc.
3 W. 46 St., NYC 36 JU 6-5910
all subjects: advertising & editorial

63. historical

The Bettmann Archive, Inc. PL 8-0362
136 E. 57 St., NYC

Estelle Mandel & Co. RE 7-5062
46 E. 80 St., NYC 21
agent for creative artists
Underwood & Underwood News Photos, Inc.
3 W. 46 St., NYC 36 JU 6-5910
all subjects: advertising & editorial
Leonard Vosburgh PL 4-4304
62 Mountain Ave., No. Plainfield, N.J.
americana, civil war, pen & ink, line/wash

64. home furnishing

Diamond Art Studio MU 3-1418
10 E. 40 St., NYC 16
interiors, b/w & color, wash & line

65. humorous

Raymond Aldrich
185 Preble St., S. Portland 7, Maine
Lennen T. Bendel
1224 St. Charles St., Lakewood 7 Ohio
Brent Carpenter FR 2-0287
c/o Bundy, 185 N. Wabash, Chicago, Ill.
Bob Clark and Friends CA 7-7227
1008 S.W. 6th Ave., Portland 4, Ore.
even the sphinx laughed at our stuff
Ralph Dellibovi ID 8-8091
1 Parley Lane, Ridgefield, Conn.
Edna Eicke CA 7-2702
RFD 4, Westport, Conn.
Greta Elgaard HO 2-2621
3335 Deronda Dr., Hollywood 28, Calif.
Joseph Farria PI 3-3660
RFD 1, Bethel, Conn.
John Garner RI 6-6096
34 S. 17 St., Phila. 3, Pa.

FELDMAN ADAMS & GILLODY

ROCHESTER ... LOcuet 2-4650 TORONTO ... EMpire 4-0243 CINCINNATI ... MAin 1-5527 LONDON ... GE. 9-0722

Annabelle Hagyard MU 3-8749
Silvermine Ave., Norwalk, Conn.
Phil Hustie WH 6-7459
15 Ridgeway Circle, White Plains, N.Y.
"Freelancer since 1945"
Elsa Kula MI 2-4843
1922 N. Sedgwick, Chicago 14, Ill.
George Leuber PR 1-5285
1900 Euclid Bldg., Cleveland, Ohio
Gloria McKeown DE 3-4869
24 College Dr., Jersey City, N.J.

66. industrial

Advertising Production, Inc. Phone 27605
Bx 3464 University Sta., Charlottesville, Va.
all art services, see ad under Art Studios
M. Alwan POKridge 6-2395J
690 Edward St., Westwood, N.Y.
Rainey Bennett DU 8-3625
5761 Dorchester St., Chicago 37, Ill.
Earl Wayne Bott
Artist Acres, R R 5, Brazil, Ind.
George Crepsin HA 6-7524
31-18 87th St., Jackson Hts., N.Y.
Diamond Art Studio MU 3-1418
10 E. 40 St., NYC 16
all fields, all media
Jessi Gladics HU 4-1689J
100 Nassau Rd. Huntington, L.I.
Ralph Gross CL 2-7887
1263 Coney Island Ave. Brooklyn, N.Y.
Joseph Gryn IV 6-0324
289 Clinton St. Hempstead, N.Y.
Bruce Junker MU 7-3572
17 W. 44 St., NYC 36
technical, science & industrial art
Larry Kerbs Studio JU 6-4418
311 W. 43 St., NYC 36
wide range; creative & technical
Michael Lopert MU 5-2830
218 Madison Ave., NYC 16
color, b/w, scratchboard
Otto E. Markevics MU 9-6846
114 E. 32 St., NYC 16
b/w, color, pen, brush, airbrush
John W. Marshall HE 7-3965
19 Willow Ave., Hempstead, L.I. N.Y.
Herb Mott GI 5-1592
73 Concord Ave., Glen Rock, N.J.
Roy D. Stetina TU 5-4836
5814 Haverhill Ave., Parma, Ohio
Robert Von Zimmerman MO 7-8207
6402 Chapman Field Dr., Miami 56, Fla.
booklet and magazine illustration

67. interiors

Diamond Art Studio MU 3-1418
10 E. 40 St., NYC 16
commercial & industrial, all media
Seymour Snyder MU 2-1480
11 E. 44 St., NYC 17
also furniture; color, b/w, also architecture

68. landscape

Robert Cohn BE 7-6425
770 Bronx River Rd., Bronxville, N.Y.
Rene Clarke YO 5-2322
587 Palisade Ave., Yonkers, N.Y.
Roy H. Collins MI 6-6847
Rt. 2, Middletown, Portland, Conn.
Earl Cordrey
430 S. Cahuilla, Palm Springs, Calif.
Raymond Craig ST 2-5607
8 S. Michigan Ave., Chicago 3, Ill.

Paul Crowley LI 5-1748
Chestnut St., Lindenhurst, N.Y.
Phoebe Erickson NE 6-4952
RFD 1, New Milford, Conn.
Thos. Fransioli KI 7-3126
72 Sparks St., Cambridge, Mass.
Herbert J. Guto UN 5-8903
92 Norton St., New Haven 11, Conn.
Al Heighington BO 3-6652
138-28 68th Dr., Flushing, N.Y.
Ralph A. Hodges
1836 Euclid Ave., Cleveland 15, Ohio
Leslie Hoff HU 2-7981
14 Hayden Ave., Great Neck, L.I.
Robert Schaffer Kerr SP 4-3236
P.O. Box 154, Beaver, Pa.
Harry Marinisky TE 8-2393
2 Crocket St., Rowayton, Conn.
George Samerjan LO 4-7257
80 W. 40 St., NYC 18
graphic art, design, layout, packaging
Andre Smith
Research Studio, Maitland, Fla.
Seymour Snyder MU 2-1480
11 E. 44 St., NYC 17
all medium-fine arts, commercial, still life

69. marine

John M. Amendola TW 7-0787
88-25 74th Ave. Glendale, L.I.
Roxford Brandt
405 Goldenrod St., Newport Beach, Cal.
Ferd Brucker UN 4-6663
484 Storer Ave. Akron 2, Ohio
Gershon Cooper PR 5-0634
513 Croydon Rd., Elmont, L.I.
Chas. G. Evers HO 8-0641
80-41 209th St., Queens Village, N.Y.
Wm. G. Lawrence AT 1-0932
Navesing River Rd., Redbank, N.J.
Jack Vogelmann TR 5-0790
280 Liston Road, Kenmore 23, N.Y.
Boats, motors and accessories

70. medical

The Bettmann Archive, Inc. PL 8-0362
136 E. 57 St., NYC
Nellie M. Fraia
53 W. Burton Pl., Chicago 10, Ill.
C. S. Hammond & Co. NJ-SO 3-6000
515 Valley St., Maplewood, NJ NYC-WO 2-0120
Human & Animal Anatomy
Otto E. Markevics MU 9-6846
114 E. 32 St., NYC 16
full color renderings
Frank Netter WA 2-0555
East Norwich, L.I. N.Y.
Don Teff IN 3-2937
145-14 34th Ave., Flushing, N.Y.
Felix Traugott DE 3-2873
2600 Blvd., Jersey City, N.J.
Underwood & Underwood News Photos, Inc. JU 6-5910
3 W. 46 St., NYC 36
all subjects: advertising & editorial

71. product, still-life

Advertising Production, Inc. Phone 27605
Bx 3464 University Sta., Charlottesville, Va.
all art services, see ad under Art Studios
Bob Clark and Friends CA 7-7227
1008 S.W. 6th Ave., Portland 4, Ore.
realistic, stylized or just plain good
Michael Lopert MU 5-2830
218 Madison Ave., NYC 16
tight rendering in scratchbd B&W color; food

Otto E. Markevics MU 9-6846
114 E. 32 St., NYC 16
b/w, color, pen, brush, airbrush

72. props

(See also category 38)

73. shoes

H. David Howard MU 2-1480
11 E. 44 St., NYC 17
men's boys' shoes British accts. Southall, Pa.

74. sport

The Bettmann Archive, Inc. PL 8-0362
136 E. 57 St., NYC
Underwood & Underwood News Photos, Inc. JU 6-5910
3 W. 46 St., NYC 36
all subjects: advertising & editorial

75. still-life

Michael Lopert MU 5-2830
218 Madison Ave., NYC 16
tight rendering in scratchbd b/w color; food
George Samerjan LO 4-7257
80 W. 40 St., NYC 18
graphic art, design, layout, packaging

76. story

Bob Brandreth EL 5-3757
40 E. 50 St., NYC 22
magazine-stylized figures, spots, cartoons
Jack Vogelmann TR 5-0790
280 Liston Road, Kenmore 23, N.Y.
editorial, black and white, color

77. stylized

Margrete Cunningham RI 9-8272
420 Riverside Drive, NYC 25
Delicate Fine Line Work
Allen H. Osofsky TW 4-7060
68-35 79th St., Queens 79, N.Y.
George Samerjan LO 4-7257
80 W. 40 St., NYC 18
graphic art, design, layout, packaging

78. symbolic

George Samerjan LO 4-7257
80 W. 40 St., NYC 18
graphic art, design, layout, packaging

79. technical

Bruce Junker MU 7-3572
17 W. 44 St., NYC 36
technical & science art, science fiction
Otto E. Markevics MU 9-6846
114 E. 32 St., NYC 16
ink, airbrush, color, from blue prints
C. F. Suchomski MI 1-9272
10310 Eliot Ave., Cleveland 4, Ohio
technical illustration

LETTERING

80. alphabets, designed

Philips Printery-Philip Saltzman AL 4-5191
24 E. 23 St., NYC 10
designer-creative ideas

Photo-Lettering, Inc. MU 2-2346
216 E. 45 St., NYC 17
exclusive for campaigns or publications
Marianne Wielgos (nights) CO 7-4479
31 Newbury St., Boston 16, Mass.
designed script lettering

81. illuminated lettering

Enid Eder Perkins EM 2-7220
4000 Massachusetts Ave., NW, Wash. 16, D.C.
scrolls, calligraphy

32. LeRoy lettering

Admaster Prints, Inc. OR 9-1134
125 Park Ave. So., NYC 16
"The Visual Aid Center"
... & B. Composition, Inc. OR 5-8933
15 W. 23 St., NYC 11
manual or photographic plus art & varitype

33. lettering

Advertising Production Inc. Phone 27605
3x 3464 University Sta., Charlottesville, Va.
all art services, see ad under Art Studios

Archer Ames Assoc., Inc. MU 8-3240
16 E. 52 St., NYC 22

lettering on photos in color & b/w

Paul K. Apkarian GA 1-4691

1855 Roxbury Rd., Cleveland 12, Ohio

creative, contemporary, rough to finish

Leo Barry VI 7-8130

19 Bartlett Ave., Norwalk, Conn.

lettering

Margaret Boyles

112 S. 11th St., Nashville, Tenn.

lettering

Bob Clark and Friends CA 7-7227

1008 S.W. 6th Ave., Portland 4, Ore.

the kind that talks or the kind that sings

John B. Donahue VI 3-2978

163-25 98th St., Howard Beach, L.I.

lettering.

Joe Feld LA 4-0970

55 W. 42nd Street, NYC 36

comp. and finished lettering and book jackets

Simon Goldsmith RE 2-9834

30 Church St., NYC 7

Frank Galia OL 6-2268

140 Griffith St., Jersey City, N.J.

lettering

Headliners-Pittsburgh Inc. CO 1-3570

704 Second Ave., Pittsburgh 19, Pa.

Over 700 alphabets

Philip Peterson CE 6-4124

203 N. Wabash, Chicago, Ill.

lettering

Photo-Lettering, Inc. MU 2-2346

216 E. 45 St., NYC 17

SpectroKrome—Any line art for comps or

finishes rendered in colors on clear acetate

or matte white stock.

Jack Ratner BA 4-9788

53-15 206th St. Bayside, L.I.

lettering

Emil Schoedler HO 4-3390

109-31 215th St., Queens Village, N.Y.

lettering

Bern. Springsteel RE 1-3571

28 Dogwood Dr., W. Orange, N.J.

lettering

David Trooper SH 1-8785

1406 Camp Ave., Wanamassa, N.J.

lettering

facts about the benefits of membership in the National Association of Art Services

1 Association members meet every other month to discuss art studio management problems and business opportunities.

2 Recent member meetings have been planned around such questions as, "Sales Strategies for Art Studios", "Art Service Improvement", "Studio Cost Accounting Procedures".

3 The Association is composed of New York area studio owners—founded in 1956 to study and improve studio procedures and practices. The Association aims also at helping develop close working relationships between art buyers and studios.

4 Any art studio that has been in business for two years or more may apply for membership. Members include some of the largest studios in the country and many of the smaller.

5 Members receive the monthly letter, "Creative Advertising Management" (published by Art Direction Magazine)—in addition to a bi-monthly, "Memo to Members".

6 Other areas of member benefits include: Industry Ethics Code, Collection and Credit Guide, seminar programs, maintenance of industry data and statistics.



NAAS is the only organization of art studio owners in the New York area. Interested art studios may phone or write for more information: A. M. Robinson, Executive Secretary, Circle 5-6291, 250 West 57th Street, New York 19, N.Y.

THE NATIONAL ASSOCIATION OF ART SERVICES

Willens-Phototype WO 5-5555
1548 Porter, Detroit 16, Mich.
Detroit's first advertising typographers

84. paste-up alphabets

The Craftint Mfg. Company IV 6-4400
18501 Euclid Ave., Cleveland 12, Ohio
craft-type mat finish acetate adhesive sheets
Mico/Type, Inc. HO 3-6836
6551 Sunset Blvd., Hollywood 28, Calif.
"Largest line of pre-printed alphabets, colors
& shading films. Also, inexpensive
custom printing."
Redi-Kut Head Lettering Co.
342 Plymouth Court, Chicago 4, Ill.

85. paste-up color sheets

The Craftint Mfg. Company IV 6-4400
18501 Euclid Ave., Cleveland 12, Ohio
Mico/Type, Inc. HO 3-6836
6551 Sunset Blvd., Hollywood 28, Calif.
"Largest line of pre-printed alphabets, colors
& shading films. Also, inexpensive
custom printing."

86. paste-up shading film

The Craftint Mfg. Company IV 6-4400
18501 Euclid Ave., Cleveland 12, Ohio
Mico/Type, Inc. HO 3-6836
6551 Sunset Blvd., Hollywood 28, Calif.
"Largest line of pre-printed alphabets, colors
& shading films. Also, inexpensive
custom printing."

87. photographic composition

Admaster Prints, Inc. OR 9-1134
425 Park Ave. So., NYC 16
"The Visual Aid Center"
Davidson Corporation UL 5-0300
29 Ryerson St., Brooklyn, N.Y.
"prototype"

88. photo, film, process

Admaster Prints, Inc. OR 9-1134
425 Park Ave. So., NYC 16
"The Visual Aid Center"
Cinna-Graphic Service, Inc. PA 1-2340
424 Commercial Sq., Cincinnati 2, Ohio
reproportioning, perspectives, outline-shadow
The Fotoflex Co. MU 2-1190
207 E. 37 St., NYC 16
exclusive lettering styles, request catalog #8
Headliners-Pittsburgh Inc. CO 1-3570
704 Second Ave., Pittsburgh 19, Pa.
Latest styles for contemporary Adv.
Photo-Lettering, Inc. MU 2-2346
216 E. 45 St., NYC 17
the finest custom photo-lettering since 1936

89. photographic variations

Headliners-Pittsburgh Inc. CO 1-3570
704 Second Ave., Pittsburgh 19, Pa.
From both type and Headliners
Photo-Lettering, Inc. MU 2-2346
216 E. 45 St., NYC 17
pioneers of photographic variation since 1936

90. planotype lettering

Planoscope Corporation MU 7-2327
551 5th Ave., NYC 17

91. Varigraph lettering

Layman Studios SW 2-1962
P.O. Box 520, Danville, Va.
complete versatility
Varigraph Co. AL 6-7679
Box 690, Madison 1, Wisconsin
Distr. Varigraph Lettering Instrument

RETOUCHING

92. carbros

Ted Bellis WI 7-4342
366 5th Ave., NYC 1
all subjects transparently retouched

93. color toning

Rik Shaw Associates, Ltd. PL 7-3988
250 W. 57 St., NYC 19
on prints, enlargements & murals

94. dye transfer

Archer Ames Assoc., Inc. MU 8-3240
16 E. 52 St., NYC 22
photographic color retouching specialists
Color Corporation of America JU 2-4355
43 W. 61st St., NYC 23
the quality color service to the trade
Paul Dzurella LE 2-9399
138 Lexington Ave., NYC
Rik Shaw Associates, Ltd. PL 7-3988
250 W. 57 St., NYC 19
all sizes up to 40" X 60"

95. fashion

Archer Ames Associates, Inc. MU 8-3240
16 E. 52 St., NYC 22
b/w and color fashion retouchers

96. Flexichrome

Archer Ames Assoc., Inc. MU 8-3240
16 E. 52 St., NYC 22
b/w to natural photographic color
Rik Shaw Associates, Ltd. PL 7-3988
250 W. 57 St., NYC 19
181 photographic production services
Wilson & Card GL 4-0920
1830 Lemoyne Ave., Syracuse 8, N.Y.
coloring

97. fluorographic

Fluorographic Sales Division WO 2-7615
La Arcada Bldg., Santa Barbara, Calif.
Fluorographic art materials

98. industrial

Apex Photograph Co.
111 No. Wacker Dr., Chicago, Ill.
Harry Auspitz Studio
2006 Chancellor St., Phila., Pa.
Colorage, Inc.
233A No. Hollywood Way, Burbank, Calif.
Compton Photographers
2428 E. Indian School Rd., Phoenix, Ariz.
DiMaggio Studio
35 Van Duyn Dr., Trenton, N.J.
Otto E. Markovics MU 9-6846
114 E. 32 St., NYC 16
b/w, color

99. photo, b/w

Archer Ames Assoc., Inc. MU 8-3240
16 E. 52 St., NYC 22
custom still life & product
William Edmonson Jr. ED 1-8092
16451 S. Paulina St., Markham, Ill.
photo retouching
Durwood Guy Studios PL 5-5136
527 Lexington Ave., NYC
Otto E. Markovics MU 9-6846
114 E. 32 St., NYC 16
industrial, pictorial
Rik Shaw Associates, Ltd. PL 7-3988
250 W. 57 St., NYC 19
181 photographic production services
Syd Taffes' MO 7-5252
3550 No. Bayhomes Dr., Miami, Fla.
photo retouching b/w, color
Wilson & Card GL 4-0920
1830 Lemoyne Ave., Syracuse 8, NY
photo retouching & airbrush illustration

100. photos, color

Color Corporation of America JU 2-4355
43 W. 61st St., NYC 23
the quality color service to the trade.
Otto E. Markovics MU 9-6846
114 E. 32 St., NYC 16
industrial, pictorial
National Studios JU 2-1926
42 W. 48 St., NYC
Rik Shaw Associates, Ltd. PL 7-3988
250 W. 57 St., NYC 19
181 photographic production services
Wilson & Card GL 4-0920
1830 Lemoyne Ave., Syracuse 8, NY
photo retouching & airbrush illustration

101. products

Michael Lopert MU 5-2830
218 Madison Ave., NYC 16
tight rendering in scratchb'd b/w color; food
Wm. Miller Advertising Prod. DU 5-4051
672 S. Lafayette, Los Angeles 57, Calif.

102. technical

Archer Ames Assoc., Inc. MU 8-3240
16 E. 52 St., NYC 22
retouching & rendering for perfect reprod.
Commercial Art Bureau, Inc. LE 2-6607
2 Park Ave., NYC 16
retouching, rendering for finest reproduction

103. transparencies

Color Corporation of America JU 2-4355
43 W. 61st St., NYC 23
the quality color service to the trade
Evans Color Laboratory, Inc. ST 6-6114
41-37 24th St., Long Island City 1, N.Y.
Estelle Friedman Associates MU 7-7194
141 E. 44 St., NYC
Tullo G. Martin Studio CI 5-6489
58 W. 57 St., NYC 19
National Studios JU 2-1926
42 W. 49 St., NYC
b/w & color
Rik Shaw Associates, Ltd. PL 7-3988
250 W. 57 St., NYC 19
b/w color & duplicates

TV

104. animation

- Bob Clark and Friends** CA 7-7227
1008 S.W. 6th Ave., Portland 4, Ore.
your products practically speak for themslvs.
- Edstan** CI 5-6781
75 W. 45 St., NYC
- Sam Grainger Productions** JA 3-3679
338 Brockbank Rd., Charlotte 9, N.C.
animation for TV, industrial films
- Louis O. Hertz, Jr.** BL 5-1141
Box 7431, Station C, Atlanta 9, Ga.
complete contemp. animation. strybd. to film
- Keltz & Herndon** LA 6-5268
3601 Oak Grove Ave., Dallas 4, Texas
- Keltz & Herndon** LA 6-5268
3601 Oak Grove Ave., Dallas 4, Texas
- Ray Savata Productions** JU 2-1591
165 W. 46 St., NYC 36
- Martin J. Weber Studio** LE 2-2695
171 Madison Ave., NYC

105. art

- George Samerjan** LO 4-7257
80 W. 40 St., NYC 18
graphic art, design, layout, packaging
- H.C. Sanford Associates** MU 6-2068
343 Lexington Ave., NYC 16
- Rik Shaw Associates, Ltd.** PL 7-3988
250 W. 57 St., NYC 19
187 photographic production services
- Terrytoons, Div. of CBS Films, Inc.**
485 Madison Ave., NYC 22
- Martin J. Weber Studio** LE 2-2695
171 Madison Ave., NYC

106. cartoons

- Bob Clark and Friends** CA 7-7227
1008 S.W. 6th Ave., Portland 4, Ore.
specialists in the utterly ridiculous
- Phil Hustis** WH 6-7459
15 Ridgeway Circle, White Plains, N.Y.
"Freelancer since 1945"

107. direct color prints

- Archer Ames Assoc., Inc.** MU 8-3240
16 E. 52 St., NYC 22
photog. clr. retouch. for adv. & industry
- Color Corporation of America** JU 2-4355
43 W. 61st St., NYC 23
the quality color service to the trade
- Hi-Fi Photocolor Studio** WE 2-4580
5905 Calumet Ave., Hammond, Ind.
direct color from camera to print
- K. & L. Color Service, Inc.** MU 7-2595
Kurshan & Lang Color Service, Inc.
10 E. 46 St., NYC 17
photographic color for advertising & industry
- Norman Kurshan, Inc.** JU 6-0035
8 W. 56 St., NYC 19
custom quality color service
- National Studios** JU 2-1926
42 W. 48 St., NYC
- Rik Shaw Associates, Ltd.** PL 7-3988
250 W. 57 St., NYC 19
from transparency, art or product
- Martin J. Weber Studio** LE 2-2695
171 Madison Ave., NYC



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TECHNICAL AND SCIENCE ART • PHONE: MU 7-3372, New York



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JOHNSTONE & CUSHING
137 E. 57th ST., N.Y.C.
PL-3-5770

ALSO COMIC BOOKS

108. film production

American Film Producers
1600 B'way, NYC
Leonard Anderson
200 W. 57 St., NYC
Audio Productions
630 Ninth Ave., NYC
Berry & Enright Prodn.
667 Madison Ave., NYC
Leonard Blair
745 Fifth Ave., NYC
Himan Brown
221 W. 26 St., NYC
Charter Oak Telepictures
423 E. 90 St., NYC
Lars Colonius Promotions
45 W. 45 St., NYC
Compass Productions
1841 B'way, NYC
Cooga Mooga Productions
6 W. 57 St., NYC
Frank Cooper Assoc.
17 E. 54 St., NYC
Craven Film Corp.
330 E. 56 St., NYC
Culhane Film Studios
207 E. 37 St., NYC
Depicte Films
254 W. 54 St., NYC
Dynamic Films
405 Park Ave., NYC
Edstan
75 W. 45 St., NYC
Peter Elgar
75 W. 45 St., NYC
Elliot, Unger & Elliot
414 W. 54 St., NYC
Empire Production Corp.
480 Lexington Ave., NYC
Entertainment Productions
575 Madison Ave., NYC
Ted Eshbaugh Studios
1029 E. 163 St., NYC
FCI
66 Fifth Ave., NYC
Filmack Studios
630 Ninth Ave., NYC
Film Graphics
369 Lexington Ave., NYC
Filmways
241 W. 54 St., NYC
Walt Frumer Productions
1150 Sixth Ave., NYC
Goodson-Todman Productions
375 Park Ave., NYC
Gray-O'Reilly
480 Lexington Ave., NYC
Group Productions
140-A E. 39 St., NYC
Hankinson Studios
16 W. 46 St., NYC
Hartley Productions
339 E. 48 St., NYC
Hurok Attractions
730 Fifth Ave., NYC
Independent TV Corp.
488 Madison Ave., NYC
Henry Jaffe Enterprises
666 Fifth Ave., NYC
Jantone Enterprises
871 Seventh Ave., NYC
Robt. Keeshan Assoc.
680 Fifth Ave., NYC
Herbert Kerkow
480 Lexington Ave., NYC

Klaeger Film Productions
1600 B'way, NYC
Robert Lawrence Productions
418 W. 54 St., NYC
James Love Productions
115 W. 45 St., NYC
McConnachie Productions
675 Fifth Ave., NYC
Milberg Productions
200 W. 57 St., NYC
M P O Productions
210 W. 65 St., NYC
Owen Murphy Productions
723 Seventh Ave., NYC
National Screen Service
1600 B'way, NYC
Stanley Neal Productions
475 Fifth Ave., NYC
Pathoscope Productions
10 Columbus Circle, NYC
Pelican Films
46 W. 46 St., NYC
Pintoff Productions
64 E. 55 St., NYC
Plautus Productions
44 E. 53 St., NYC
Jules Power Productions
35 W. 53 St., NYC
Prism Productions
220 E. 23 St., NYC
Pyramid Distributors
221 W. 57 St., NYC
Reemack Productions
1270 Sixth Avenue, NYC
Roncom Productions
405 Park Ave., NYC
Serra, Inc.
200 E. 56 St., NYC
Robt. Saudak, Assoc.
635 Madison Ave., NYC
Screen Gems
711 Fifth Ave., NYC
Shellrick Corp.
6 W. 57 St., NYC
Showcase Productions
640 Fifth Ave., NYC
Fletcher Smith
319 E. 44 St., NYC
Sound Masters
165 W. 46 St., NYC
Stark-Layton
6 E. 45 St., NYC
Wilbur Streech
135 W. 52 St., NYC
Sturm Studios
49 W. 45 St., NYC
Talent Associates
444 Madison Ave., NYC
Telestudios, Inc.
1481 B'way, NYC
Theatre Guild
23 W. 53 St., NYC
Transfilm-Carnival, Inc.
35 W. 45 St., NYC
Trident Films
510 Madison Ave., NYC
United States Productions
5 E. 57 St., NYC
Van Praeg Productions
1600 B'way, NYC
Vidiami Films
200 W. 57 St., NYC
VPI
321 W. 44 St., NYC
Roger Wade
15 W. 46 St., NYC

Wilding Pictures
405 Park Ave., NYC
Willard Pictures
45 W. 45 St., NYC
Roy Winsor Productions
65 E. 55 St., NYC
Wolf Enterprises
420 Madison Ave., NYC
Wondsel, Carlisle & Dunphy
1600 B'way, NYC

109. hot press

National Studios
42 W. 48 St., NYC
ask for newest type sheet
Rik Shaw Associates, Ltd.
250 W. 57 St., NYC 19
for TV & presentation

110. lettering

Admaster Prints, Inc.
425 Park Ave. So., NYC 16
"The Visual Aid Center"
Bob Clark and Friends
1008 S.W. 6th Ave., Portland 4, Ore.
lively, stylized or still
Rik Shaw Associates, Ltd.
250 W. 57 St., NYC 19
specializing in slide & filmstrip prod.
Martin J. Weber Studio
171 Madison Ave., NYC

111. lettering, photo

Flexo-Lettering Co., Inc.
305 E. 46 St., NYC 17
fit any lettering into a special layout
Marvin Kimmel Productions
8 W. 45 St., NYC 36
film lettering for TV titles
L. & B. Composition, Inc.
115 W. 23 St., NYC 11
450 fonts, 10 pt.-84 pt., modern-traditional
Photo-Lettering, Inc.
216 E. 45 St., NYC 17
a complete photo-lettering service for TV
Rapid Typographers Inc.
305 E. 46 St., NYC 17
\$1 word to fit your layout, 100's of styles
Martin J. Weber Studio
171 Madison Ave., NYC

112. props

(See also category 38)

113. slides

Admaster Prints, Inc.
425 Park Ave. So., NYC 16
"The Visual Aid Center"
Bebell & Bebell Color Laboratories
108 W. 24th St., NYC
Color Corporation of America
43 W. 61st St., NYC 23
the quality color service to the trade
Edstan
75 W. 45 St., NYC
Phil Huettis
15 Ridgeway Circle, White Plains, N. Y.
"Freelancer since 1945"
K. & L. Color Service, Inc.
Kurahon & Lang Color Service, Inc.
10 E. 46 St., NYC 17
photographic color for advertising & industry

Herman Kurshan, Inc. JU 6-0035
8 W. 56 St., NYC 19
custom quality color service

National Studios JU 2-1926
42 W. 48 St., NYC
2x2, 3 1/2x4, 4x5, b/w & color vugraf

Eugene A. Russo MU 2-2074
2 W. 45th St., Room 1700, NYC 36
charts, graphs, maps

Rik Shaw Associates, Ltd. PL 7-3988
150 W. 57 St., NYC 19
complete service on 9 basic sizes

Martin J. Weber Studio LE 2-2695
71 Madison Ave., NYC

114. story boards

I. J. Davidson PR 5-4050
462 Kirkby Rd., Elmont, L.I., N.Y.
decorative, humorous & creative roughs to comp.

Edston CI 5-6781
75 W. 45 St., NYC

Sam Greinger Productions JA 3-3679
838 Brockbank Rd., Charlotte 9, N.C.
storyboards—original or from your copy

Phil Hustis WH 6-7459
15 Ridgeway Circle, White Plains, N.Y.
"Freelancer since 1945"

Keltz & Herndon LA 6-5268
3601 Oak Grove Ave., Dallas 4, Texas

National Studios JU 2-1926
42 W. 48 St., NYC

Rapid Art Service MU 3-8215
304 E. 45 St., NYC

Rik Shaw Associates, Ltd. PL 7-3988
250 W. 57 St., NYC 19
specializing in slide & filmstrip prod.

115. titles

Edston CI 5-6781
75 W. 45 St., NYC

National Studios JU 2-1926
42 W. 48th St., NYC
hot press—hand lettering

Photo-Lettering, Inc. MU 2-2346
216 E. 45 St., NYC 17
your titles produced in economical Pro-type

Rapid Art Service MU 3-8215
304 E. 45 St., NYC

Martin J. Weber Studio LE 2-2695
171 Madison Ave., NYC

ART SUPPLIES

116. acetates, overlays

The Craftint Mfg. Company IV 6-4400
18501 Euclid Ave., Cleveland 12, Ohio

M. Grumbacher, Inc. BR 9-6400
460 W. 34 St., NYC 1
rubber cement

Sanford Ink Co. ES 8-4814
2740 Washington Blvd., Bellwood, Ill.
rubber cement, stainproof, permanent Grippiit

117. adhesives

The Craftint Mfg. Company IV 6-4400
18501 Euclid Ave., Cleveland 12, Ohio

M. Grumbacher, Inc. BR 9-6400
460 W. 34 St., NYC 1
rubber cement

Sanford Ink Co. ES 8-4814
2740 Washington Blvd., Bellwood, Ill.
rubber cement, stainproof, permanent Grippiit

118. air brushes

Thayer & Chandler HA 1-7210
331 So. Peoria St., Chicago 7, Ill.
the airbrush of the particular artist

Weld Air Brush Co. AL 2-4600
2171 N. California Ave., Chicago 47, Ill.
manufacturers since 1901

119. animation colors

M. Grumbacher, Inc. BR 9-6400
460 W. 34 St., NYC 1
Cel-tested colors & grays

120. artists brushes

The Craftint Mfg. Company IV 6-4400
18501 Euclid Ave., Cleveland 12, Ohio
oil, water color & sign writers' brushes

121. books

M. Grumbacher, Inc. BR 9-6400
460 W. 34 St., NYC 1
how-to-do-it, oil, water color, etc.

Haberula
Wilton, Connecticut

Yale University Press
Drawer 1729, New Haven, Conn.

KATSURA: TRADITION & CREATION IN JAPANESE ARCHITECTURE
by Walter Gropius & Kenzo Tange with photographs by Yasuhiro Ishimoto.
160 pp of illustrations \$15.00

THE LIFE & LETTERS OF J. ALDEN WEIR
edited by Dorothy Weir Young. \$10.00

THE FIRST WRITING BOOK:
ARRIGHI'S OPERINA
edited by John Howard Benson. \$3.00

122. Bourges materials

Bourges Color Corp. WA 4-8070
80 5th Ave., NYC 11
available thru art material dealers

National Card, Mat & Board Co., CO 1-7609
4318 W. Carroll Ave., Chicago 24, Ill.

123. bristol boards

Charles T. Bainbridge's Sons TR 5-3041
20 Cumberland St., Bklyn. 9, N.Y.
drawing Bristol (prof. & student grades)

Crescent Cardboard Company EV 4-3700
1240 N. Homan Ave., Chicago 51, Ill.

M. Grumbacher, Inc. BR 9-6400
460 W. 34 St., NYC 1
"Grumbacher"

National Card, Mat & Board Co., CO 1-7609
4318 W. Carroll Ave., Chicago 24, Ill.

Strathmore Paper Co. RE 6-8301
Front St., W. Spfld., Mass.
available thru art material dealers

124. canvas

The Craftint Mfg. Company IV 6-4400
18501 Euclid Ave., Cleveland 12, Ohio
canvas-panels, boards & rolls

M. Grumbacher, Inc. BR 9-6400
460 W. 34 St., NYC 1
canvas panels, boards, rolls & pads

125. charcoal & pastel papers

Charles T. Bainbridge's Sons TR 5-3041
20 Cumberland St., Bklyn. 9, N.Y.
charcoal & pastel papers & boards

The Craftint Mfg. Company IV 6-4400
18501 Euclid Ave., Cleveland 12, Ohio
cut sheets & pads

M. Grumbacher, Inc. BR 9-6400
460 W. 34 St., NYC 1
sheets, pads, rolls in white & colors

Strathmore Paper Co. RE 6-8301
Front St., W. Spfld., Mass.
available thru art material dealers

126. colored papers

S. B. Alberts
5 Tudor Place, NYC 17

The Craftint Mfg. Company IV 6-4400
18501 Euclid Ave., Cleveland 12, Ohio
color-vu 192 color range—16 grays

Strathmore Paper Co. RE 6-8301
Front St., W. Spfld., Mass.
available thru your regular supplier

127. crayons and chalks

Eberhard Faber Pen & Pencil Co., Inc.
Crestwood Pk., Wilkes-Barre, Pa. GR 4-6711
Nupastels—chalk sticks—60 colors

A. W. Faber-Castell Pencil Co., Inc.
41-47 Dickerson Street HU 3-1997
Newark 3, New Jersey

M. Grumbacher, Inc. BR 9-6400
460 W. 34 St., NYC 1
crayons, layout chalks, Golden Palette Pastels

Sanford Ink Co. ES 8-4814
2740 Washington Blvd., Bellwood, Ill.

Cray-Pas, dry oil colors in stick form

Talens & Sons, Inc. MU 6-5383
P.O. Box 453, Union, N.J.
Talens art crayons, oil crayons

128. drafting supplies

The Conlin Company Inc. ED 6-2121
60 to 72 Elm St., Bridgeport 3, Conn.
professional artist's & drafting room supplies

C-Thru Ruler Company
Hartford, Connecticut

A. W. Faber-Castell Pencil Co., Inc.
41-47 Dickerson Street HU 3-1997
Newark 3, New Jersey

The Fairgate Rule Co.
Coldspring 33, N.Y.

National Card, Mat & Board Co. CO 1-7609
4318 W. Carroll Ave., Chicago 24, Ill.

Rol-Ruler Company RI 9-2332
P.O. Box 164, Riegelsville, Pa.
Space horiz. & vert. lines autom. 1/16" up.
To indicate blocks of copy, etc.

129. drawing instruments

Eberhard Faber Pen & Pencil Co., Inc.
Crestwood Pk., Wilkes-Barre, Pa. GR 4-6711
microtomic, pencils, leads, holders

A. W. Faber-Castell Pencil Co., Inc.
41-47 Dickerson Street HU 3-1997
Newark 3, New Jersey

S. Kneutkoph ST 9-1599
553 Lincoln Pl., Bklyn. 38, N.Y.
German precision drawing instruments
compasses—ruling pens—prop. dividers

Rel-Ruler Company RI 9-2332
P.O. Box 164, Riegelsville, Pa.
Space horiz. & vert. lines autom. 1/16" up.
To indicate blocks of copy, etc.

130. erasers

Eagle Pencil Company WA 5-0900
Danbury, Connecticut
375 Park Ave., NYC MU 8-2100
Eberhard Faber Pen & Pencil Co., Inc.
Crestwood Pk., Wilkes-Barre, Pa. GR 4-6711
Pink Pearl, Rubkleen, Kneaded Rubber
A.W. Faber-Castell Pencil Co., Inc.
41-47 Dickerson Street HU 3-1997
Newark 3, New Jersey

131. fixatives

Aerolite Products, Inc.
106 Ashland Avenue, West Orange, N.J.
Blair Art Products
5 N. 3rd St., Memphis 3, Tenn.
The Craftint Mfg. Company IV 6-4400
18501 Euclid Ave., Cleveland 12, Ohio
crystal clearplastic spray
Eagle Pencil Company WA 5-0900
Danbury, Conn. -375 Park Ave., NYC
the fix without fumes MU 8-2100
Eberhard Faber Pen & Pencil Co., Inc.
Crestwood Pk., Wilkes-Barre, Pa. GR 4-6711
Nupastel Fixative-clear matte finish
M. Grumbacher, Inc. BR 9-6400
460 W. 34 St., NYC I
"Tuffilm" & "Myston" workable spray
Krylon, Inc. BR 9-1950
Fort & Washington Sts., Norristown, Pa.
Crystal-clear Permanent; workable Fixatif

132. fluorescent materials

Fluorographic Sales Division WO 2-7615
La Arcada Bldg., Santa Barbara, Calif.
Fluoro-Color art materials
Krylon, Inc. BR 9-1950
Ford & Washington St., Norristown, Pa.
Fluorescent Spray Paints
National Card, Mat & Board Co. CO 1-7609
4318 W. Carroll Ave., Chicago 24, Ill.
genuine Day-Glo daylight fluorescent prods.

133. fluorescent paper

The Craftint Mfg. Company IV 6-4400
18501 Euclid Ave., Cleveland 12, Ohio
R.I.C. papers 8 daylight fluorescent colors
National Card, Mat & Board Co. CO 1-7609
4318 W. Carroll Ave., Chicago 24, Ill.
genuine Day-Glo daylight fluorescent prods.

134. hand lettering sheets, etc.

The Craftint Mfg. Company IV 6-4400
18501 Euclid Ave., Cleveland 12, Ohio
crof-type mat finish acetate adhesive sheets

135. illustration boards

Charles T. Bainbridge's Sons TR 5-3041
20 Cumberland St., Bklyn. 9, N.Y.
illustration brds. (Prof. & student grades)
Crescent Cardboard Company EV 4-3700
1240 N. Homan Ave., Chicago 51, Ill.
M. Grumbacher, Inc. BR 9-6400
460 W. 34 St., NYC I
"Grumbacher" plate & kid finish

National Card, Mat & Board Co. CO 1-7609
4318 W. Carroll Ave., Chicago 24, Ill.
genuine Day-Glo daylight fluorescent prods.
Strathmore Paper Co. RE 6-8301
Front St., W. Spfld., Mass.
available thru art material dealers

136. inks

The Craftint Mfg. Company IV 6-4400
18501 Euclid Ave., Cleveland 12, Ohio
Craftint "66" Jet Black & 17 colors
M. Grumbacher, Inc. BR 9-6400
460 W. 34 St., NYC I
drawing, colored & masking inks
C. Howard Hunt-Pen Co. WO 3-0037
7th & State, Camden 1, N.J.
Talens & Son, Inc. MU 6-5383
P.O. Box 453, Union, N.J.
Rembrandt Drawing inks, lettering inks

137. lettering templates

Varigraph Co. AL 6-7679
Box 690, Madison 1, Wisconsin
Distbr. Varigraph Lettering Templates

138. manufacturers

Charles T. Bainbridge's Sons TR 5-3041
20 Cumberland St., Bklyn. 9, N.Y.
illustration brds-draw. Bristols-papers & pads
Eagle Pencil Company WA 5-0900
Danbury, Conn.
375 Park Ave., NYC MU 8-2100
Eberhard Faber Pen & Pencil Co., Inc.
Crestwood Pk., Wilkes-Barre, Pa. GR 4-6711
N.Y. office - 200 5th Ave. OR 5-0482
M. Grumbacher, Inc. BR 9-6400
460 W. 34 St., NYC I
National Card, Mat & Board Co. CO 1-7609
4318 W. Carroll Ave., Chicago 24, Ill.
board & paper products
Permanent Pigments, Inc.
2700 Highland Ave., Cincinnati 12, Ohio
Mfr. artists clrs.-lit., clr. cards available
Permanent Pigments, Inc.
2700 Highland Ave., Cincinnati 12, Ohio
Mfr., V Casein Designers colors
Permanent Pigments, Inc.
2700 Highland Ave., Cincinnati 12, Ohio
Mfr., Dana Opaques, acetate adherent tempera
Venus Pen & Pencil Corporation EL 9-1583
Lewisburg, Tennessee

139. masking inks & opaques

M. Grumbacher, Inc. BR 9-6400
460 W. 34 St., NYC I
Patent Red, Patent Black, Ink Concentrate

140. negative opaques

M. Grumbacher, Inc. BR 9-6400
460 W. 34 St., NYC I
Speed-O-Paque, Matallic Opaque

141. office supplies

A.W. Faber-Castell Pencil Co., Inc.
41-47 Dickerson Street HU 3-1997
Newark 3, New Jersey
C. Howard Hunt Pen Co. WO 3-0037
7th & State, Camden 1, N.J.

Rel-Ruler Company RI 9-2332
P.O. Box 164, Riegelsville, Pa.
Space horiz. & vert. lines autom. 1/16" up.
To indicate blocks of copy, etc.
Sanford Ink Co. ES 8-4814
2740 Washington Blvd., Bellwood, Ill.
writing inks, stamp pads, felt-tip markers

142. oil colors

The Craftint Mfg. Company IV 6-4400
18501 Euclid Ave., Cleveland 12, Ohio
68 Craftint Artists' Oil Colors
M. Grumbacher, Inc. BR 9-6400
460 W. 34 St., NYC I
"Pre-tested" & "Finest"
Permanent Pigments, Inc.
2700 Highland Ave., Cincinnati 12, Ohio
artists oil colors
Talens & Son, Inc. MU 6-5383
P.O. Box 453, Union, N.J.
Rembrandt/Orpi oil colors, - photo oils

143. pads, blocks, sketch books

Charles T. Bainbridge's Sons TR 5-3041
20 Cumberland St., Bklyn. 9, N.Y.
drawing papers-pads & sketchbooks
The Craftint Mfg. Company IV 6-4400
18501 Euclid Ave., Cleveland 12, Ohio
Craftint's complete line
M. Grumbacher, Inc. BR 9-6400
460 W. 34 St., NYC I
complete line
National Card, Mat & Board Co. CO 1-7609
4318 W. Carroll Ave., Chicago 24, Ill.
Strathmore Paper Co. RE 6-8301
Front St., W. Spfld., Mass.
available thru art material dealers

144. palettes

The Craftint Mfg. Company IV 6-4400
18501 Euclid Ave., Cleveland 12, Ohio
Craftint palettes
M. Grumbacher, Inc. BR 9-6400
460 W. 34 St., NYC I
oil color, water color, Kolor-Keeper

145. pastels

Eagle Pencil Company WA 5-0900
Danbury, Conn. -375 Park Ave., NYC
60 pencils & sticks in matching MU 8-2100
colors
Eberhard Faber Pen & Pencil Co., Inc.
Crestwood Pk., Wilkes-Barre, Pa. GR 4-6711
N.Y. office - 200 5th Ave. OR 5-0482
M. Grumbacher, Inc. BR 9-6400
460 W. 34 St., NYC I
soft & Golden Palette semi-hard pastels
Talens & Son, Inc. MU 6-5383
P.O. Box 453, Union, N.J.
Talens/Rembrandt soft & semi-soft pastels

146. pencils

Eagle Pencil Company WA 5-0900
Danbury, Conn. -375 Park Ave., NYC
60 light proof moisture proof colors MU 8-2100
Eberhard Faber Pen & Pencil Co., Inc.
Crestwood Pk., Wilkes-Barre, Pa. GR 4-6711
N.Y. office - 200 5th Ave. OR 5-0482
Mongol colors, Colorama, colorbrite & Ebony

A.W. Faber-Castell Pencil Co., Inc.
41-47 Dickerson Street
Newark 3, New Jersey
HU 3-1997
M. Grumbacher, Inc.
460 W. 34 St., NYC 1
BR 9-6400
Venus Pen & Pencil Corporation
Lewisburg, Tennessee
EL 9-1583

147. pens

Cushman & Denison
P.O. Box 809, Camden 1, N. J.
felt tip marking devices,
"Flo-Master", "Codo", "Brite-Line"
WE 3-2100
C. Howard Hunt Pen Co.
7th & State, Camden 1, N. J.
WO 3-0037
Speedy Products, Inc.
21-31 121 St., Richmond Hill 18, N. Y.
VI 9-9700
pens, felt tip "Magic Marker"
Talens & Son, Inc.
P.O. Box 453, Union, N. J.
MU 6-5383
Chinograph Technicians

148. picture frames

Braquette, Inc.
Lenox, Mass.
LENOX 88
adjustable picture frames

149. retouching materials

The Craftint Mfg. Company
18501 Euclid Ave., Cleveland 12, Ohio
IV 6-4400
M. Grumbacher, Inc.
460 W. 34 St., NYC 1
BR 9-6400
Gamma Grays, Gamma White, brushes
Talens & Son, Inc.
P.O. Box 453, Union, N. J.
MU 6-5383
Talens Glossy Retouch, Grays, Hi-White
Urban Art Service
2506 Lake View Ave., Chicago 14, Ill.
GR 2-2336
Blaze. Best for b/w retouching

150. retail art stores

Arthur Brown & Bro., Inc.
2 W. 46th St., NYC 36
MU 3-9620
Crane-Gallo Artist Supplies
173 Madison Ave., NYC 16
drafting materials-airbrushes-picture framing
Cross County Art Center
Cross County Shopping Center, Yonkers 4, NY
YO 3-3788
convenience, service for advertising artists
A. I. Friedman, Inc.
25 W. 45 St., NYC 36
CI 5-6600
E. H. & A. C. Friedrichs Co.
40 E. 43 St., NYC
140 W. 57 St., NYC
363 Lexington Ave., NYC
JL 6-1090
Lewis Artists Materials, Inc.
158 W. 44 St., NYC 36
HO 3-7181
Michael's Art Supplies, Inc.
6553 Sunset Blvd., Hollywood 28, Calif.
"Largest & most complete supplier of
Commercial Artists Materials on the
West Coast!"
BE 4-1500
Michael's Art Supplies, Inc.
235 Broadway, San Diego 1, Calif.
"Largest & most complete supplier of
Commercial Artists Materials on the
West Coast!"
DA 1-6300
Michael's Art Supplies, Inc.
2100 Cornell St., Palo Alto, Calif.
"Largest & most complete supplier of
Commercial Artists Materials on the
West Coast!"

Near-North Guild
63 E. Chicago Ave., Chicago, Ill.
DE 7-2668
Plaza Artist Materials, Inc.
210 E. 58 St., NYC 22
PL 5-3573
Riebe's Art Supplies
149 E. 60 St., NYC
TE 8-7065

151. sketch boxes

M. Grumbacher, Inc.
460 W. 34 St., NYC 1
BR 9-6400
sketch boxes & sketch-box easels

152. slide rules

A.W. Faber-Castell Pencil Co., Inc.
41-47 Dickerson Street
Newark 3, New Jersey
HU 3-1997

153. watercolor materials

The Craftint Mfg. Company
18501 Euclid Ave., Cleveland 12, Ohio
IV 6-4400
Craftint Academic colors, brushes, pads
M. Grumbacher, Inc.
460 W. 34 St., NYC 1
BR 9-6400
professional colors, papers, pads & brushes
National Card, Mat & Board Co.
4318 W. Carroll Ave., Chicago 24, Ill.
CO 1-7609
Permanent Pigments, Inc.
2700 Highland Ave., Cincinnati 12, Ohio
Water Color materials
Permanent Pigments, Inc.
2700 Highland Ave., Cincinnati 12, Ohio
Liquitex-versatile waterproof clrs.
Sanford Ink Co.
2740 Washington Blvd., Bellwood, Ill.
ES 8-4814
Temperas-opaque water colors
Talens & Son, Inc.
P.O. Box 453, Union, N. J.
MU 6-5383
Talens/Rembrandt water, casein clrs., dsgnrs
Triangle Color Company
1026 N. Water St., Milwaukee 2, Wis.
BR 1-0410

PHOTOGRAPHY

154. aerial

Aero Service Corporation
210 E. Courtland St., Phila. 20, Pa.
GL 7-3000
detailed air views
Arizona Photographic Assoc., Inc.
1330 N. 21 Ave., Phoenix, Ariz.
AL 8-6551
covering the entire southwest
Heilpern Photographers
151 Homestead Ave., Hartford 12, Conn.
CH 9-5874
obliques-color, Type C, b/w

155. animals

Mary Eleanor Browning
149 E. 40 St., NYC 16
MU 5-0240
Jerry Greenberg
6840 S.W. 92 St., Miami 56, Fla.
MO 7-4051
Undersea world, fish, coral

156. antique arms

Norman Floyderman, Antique Arms
44 W. Putnam Ave., Greenwich, Conn.
TO 9-4242
Antique arms & accessories - for rent or sale

157. architectural

ARCHITECTS photo-DIRECTION
420 So. 6th W. Box 1477, Missoula, Montana
LI 9-8363
Arizona Photographic Assoc., Inc.
1330 N. 21 Ave., Phoenix, Ariz.
AL 8-6551
covering the entire southwest
Ingvard Eide
Box 1477, 420 So. 6th W., Missoula, Montana
LI 9-8363
Heilpern Photographers
151 Homestead Ave., Hartford 12, Conn.
CH 9-5874
interior, exterior, color b/w
Frank J. Miller
2115 12th Ave., NE., Hickory, N. C.
DA 4-8758
fine quality creations
Donald Rettew - Photography
533 Valley View Rd., Marion Station, Pa.
MO 4-4703
Imaginative results on location - color & b/w
Jacob Steiman
1249 N. 29 St., Phila. 21, Pa.
PO 9-2993
Architectural since 1936
Lewis P. Watson, Commercial Photography
1916 1/2 Hillsboro St., Raleigh, N. C.
TE 2-9887
b/w, color
Bill Witt, Photography
40 Fulton St., Newark 2, N. J.
MA 3-0562
for N.J. locations/interior & exterior/design feat.

158. birds

Joyce R. Wilson
412 W. 20 St., NYC 11
AL 5-0454
color, b/w

159. cats & dogs

Mary Eleanor Browning
149 E. 40 St., NYC 16
MU 5-0240

160. children

Arizona Photographic Assoc., Inc.
1330 N. 21 Ave., Phoenix, Ariz.
AL 8-6551
Dorothy McLaughlin specialist
Bernice Clark
20 Bartlett, Detroit 3, Mich.
TU 3-3912
natural situation ads - stories
Arlene Van Zimmerman
6402 Chapman Field Dr., Miami 56, Fla.
MO 7-8207
human interest, fashion, Fla. activities

161. color

Arizona Photographic Assoc., Inc.
1330 N. 21 Ave., Phoenix, Ariz.
AL 8-6551
covering the entire southwest
Mary Eleanor Browning
149 E. 40 St., NYC 16
MU 5-0240
Joe Clark, H. B. S. S.
20 Bartlett, Detroit 3, Mich.
TU 3-3912
adv. illustration, indus., human interest
Cyr Studio & Color Agency
111 Forest St., New Canaan, Conn.
203 WO 6-0772
stock color transparencies from 35mm to 8 X 10
Jerry Greenberg
6840 S.W. 92 St., Miami 56, Fla.
MO 7-4051
Underwater color photography
Heilpern Photographers
151 Homestead Ave., Hartford 12, Conn.
CH 9-5874
covering Connecticut, transparencies, Type C
Hi-Fi Photocolor Studio
5905 Calumet Ave., Hammond, Ind.
WE 2-4580
direct color from camera to print

Rel-Ruler Company RI 9-2332
P.O. Box 164, Riegelsville, Pa.
Space horiz. & vert. lines autom. 1/16" up.
To indicate blocks of copy, etc.

130. erasers

Eagle Pencil Company WA 5-0900
Danbury, Connecticut
375 Park Ave., NYC MU 8-2100
Eberhard Faber Pen & Pencil Co., Inc.
Crestwood Pk., Wilkes-Barre, Pa. GR 4-6711
Pink Pearl, Rubkleen, Kneaded Rubber
A.W. Faber-Castell Pencil Co., Inc. HU 3-1997
41-47 Dickerson Street
Newark 3, New Jersey

131. fixatives

Acralite Products, Inc.
106 Ashland Avenue, West Orange, N.J.
Blair Art Products
5 N. 3rd St., Memphis 3, Tenn.
The Craftint Mfg. Company IV 6-4400
18501 Euclid Ave., Cleveland 12, Ohio
crystal clearplastic spray
Eagle Pencil Company WA 5-0900
Danbury, Conn. -375 Park Ave., NYC
the fix without fumes MU 8-2100
Eberhard Faber Pen & Pencil Co., Inc.
Crestwood Pk., Wilkes-Barre, Pa. GR 4-6711
Nupastel Fixative-clear matte finish
M. Grumbacher, Inc. BR 9-6400
460 W. 34 St., NYC I
"Tuffilm" & "Myston" workable spray
Krylon, Inc. BR 9-1950
Fort & Washington Sts., Norristown, Pa.
Crystal-clear Permanent; workable Fixatif

132. fluorescent materials

Fluorographic Sales Division WO 2-7615
La Arcada Bldg., Santa Barbara, Calif.
Fluoro-Color art materials
Krylon, Inc. BR 9-1950
Ford & Washington St., Norristown, Pa.
Fluorescent Spray Paints
National Card, Mat & Board Co. CO 1-7609
4318 W. Carroll Ave., Chicago 24, Ill.
genuine Day-Glo daylight fluorescent prods.

133. fluorescent paper

The Craftint Mfg. Company IV 6-4400
18501 Euclid Ave., Cleveland 12, Ohio
R. I. C. papers 8 daylight fluorescent colors
National Card, Mat & Board Co. CO 1-7609
4318 W. Carroll Ave., Chicago 24, Ill.
genuine Day-Glo daylight fluorescent prods.

134. hand lettering sheets, etc.

The Craftint Mfg. Company IV 6-4400
18501 Euclid Ave., Cleveland 12, Ohio
craft-type mat finish acetate adhesive sheets

135. illustration boards

Charles T. Bainbridge's Sons TR 5-3041
20 Cumberland St., Bklyn. 9, N.Y.
illustration brds. (Prof. & student grades)
Crescent Cardboard Company EV 4-3700
1240 N. Homan Ave., Chicago 51, Ill.
M. Grumbacher, Inc. BR 9-6400
460 W. 34 St., NYC I
"Grumbacher" plate & kid finish

National Card, Mat & Board Co. CO 1-7609
4318 W. Carroll Ave., Chicago 24, Ill.
genuine Day-Glo daylight fluorescent prods.
Strathmore Paper Co. RE 6-8301
Front St., W. Spfld., Mass.
available thru art material dealers

136. inks

The Craftint Mfg. Company IV 6-4400
18501 Euclid Ave., Cleveland 12, Ohio
Craftint "66" Jet Black & 17 colors
M. Grumbacher, Inc. BR 9-6400
460 W. 34 St., NYC I
drawing, colored & masking inks
C. Howard Hunt-Pen Co. WO 3-0037
7th & State, Camden 1, N.J.
Talens & Son, Inc. MU 6-5383
P.O. Box 453, Union, N.J.
Rembrandt Drawing inks, lettering inks

137. lettering templates

Varigraph Co. AL 6-7679
Box 690, Madison 1, Wisconsin
Dstr. Varigraph Lettering Templates

138. manufacturer

Charles T. Bainbridge's Sons TR 5-3041
20 Cumberland St., Bklyn. 9, N.Y.
illustration brds-draw. Bristols-papers & pads
Eagle Pencil Company WA 5-0900
Danbury, Conn.
375 Park Ave., NYC MU 8-2100
Eberhard Faber Pen & Pencil Co., Inc.
Crestwood Pk., Wilkes-Barre, Pa. GR 4-6711
N.Y. office - 200 5th Ave. OR 5-0482
M. Grumbacher, Inc. BR 9-6400
460 W. 34 St., NYC I
National Card, Mat & Board Co. CO 1-7609
4318 W. Carroll Ave., Chicago 24, Ill.
board & paper products
Permanent Pigments, Inc.
2700 Highland Ave., Cincinnati 12, Ohio
Mfr. artists clrs.-lit., clr. cards available
Permanent Pigments, Inc.
2700 Highland Ave., Cincinnati 12, Ohio
Mfr., V Casein Designers colors
Permanent Pigments, Inc.
2700 Highland Ave., Cincinnati 12, Ohio
Mfr., Dana Opaques, acetate adherent tempera
Venus Pen & Pencil Corporation EL 9-1583
Lewisburg, Tennessee

139. masking inks & opaques

M. Grumbacher, Inc. BR 9-6400
460 W. 34 St., NYC I
Patent Red, Patent Black, Ink Concentrate

140. negative opaques

M. Grumbacher, Inc. BR 9-6400
460 W. 34 St., NYC I
Speed-O-Paque, Metallic Opaque

141. office supplies

A.W. Faber-Castell Pencil Co., Inc. HU 3-1997
41-47 Dickerson Street
Newark 3, New Jersey
C. Howard Hunt Pen Co. WO 3-0037
7th & State, Camden 1, N.J.

Rel-Ruler Company RI 9-2332
P.O. Box 164, Riegelsville, Pa.
Space horiz. & vert. lines autom. 1/16" up.
To indicate blocks of copy, etc.
Sanford Ink Co. ES 8-4814
2740 Washington Blvd., Bellwood, Ill.
writing inks, stamp pads, felt-tip markers

142. oil colors

The Craftint Mfg. Company IV 6-4400
18501 Euclid Ave., Cleveland 12, Ohio
68 Craftint Artists' Oil Colors
M. Grumbacher, Inc. BR 9-6400
460 W. 34 St., NYC I
"Pre-tested" & "Finest"
Permanent Pigments, Inc.
2700 Highland Ave., Cincinnati 12, Ohio
artists oil colors
Talens & Son, Inc. MU 6-5383
P.O. Box 453, Union, N.J.
Rembrandt/Orpi oil colors, - photo oils

143. pads, blocks, sketch books

Charles T. Bainbridge's Sons TR 5-3041
20 Cumberland St., Bklyn. 9, N.Y.
drawing papers-pads & sketchbooks
The Craftint Mfg. Company IV 6-4400
18501 Euclid Ave., Cleveland 12, Ohio
Craftint's complete line
M. Grumbacher, Inc. BR 9-6400
460 W. 34 St., NYC I
complete line
National Card, Mat & Board Co. CO 1-7609
4318 W. Carroll Ave., Chicago 24, Ill.
Strathmore Paper Co. RE 6-8301
Front St., W. Spfld., Mass.
available thru art material dealers

144. palettes

The Craftint Mfg. Company IV 6-4400
18501 Euclid Ave., Cleveland 12, Ohio
Craftint palettes
M. Grumbacher, Inc. BR 9-6400
460 W. 34 St., NYC I
oil color, water color, Kolor-Keeper

145. pastels

Eagle Pencil Company WA 5-0900
Danbury, Conn. -375 Park Ave., NYC
60 pencils & sticks in matching MU 8-2100
colors
Eberhard Faber Pen & Pencil Co., Inc.
Crestwood Pk., Wilkes-Barre, Pa. GR 4-6711
N.Y. office - 200 5th Ave. OR 5-0482
M. Grumbacher, Inc. BR 9-6400
460 W. 34 St., NYC I
soft & Golden Palette semi-hard pastels
Talens & Son, Inc. MU 6-5383
P.O. Box 453, Union, N.J.
Talens/Rembrandt soft & semi-soft pastels

146. pencils

Eagle Pencil Company WA 5-0900
Danbury, Conn. -375 Park Ave., NYC
60 light proof moisture proof colors MU 8-2100
Eberhard Faber Pen & Pencil Co., Inc.
Crestwood Pk., Wilkes-Barre, Pa. GR 4-6711
N.Y. office - 200 5th Ave., OR 5-0482
Mongol colors, Colorama, colorbrite & Ebony

A.W. Faber-Castell Pencil Co., Inc.
41-47 Dickerson Street
Newark 3, New Jersey
HU 3-1997
M. Grumbacher, Inc.
460 W. 34 St., NYC 1
BR 9-6400
Venus Pen & Pencil Corporation
Lewisburg, Tennessee
EL 9-1583

147. pens

Cushman & Denison
P.O. Box 809, Camden 1, N.J.
felt tip marking devices,
"Flo-Master", "Cado", "Brite-Line"
WE 3-2100
C. Howard Hunt Pen Co.
7th & State, Camden 1, N.J.
WO 3-0037
Speedy Products, Inc.
1-31 121 St., Richmond Hill 18, N.Y.
VI 9-9700
pens, felt tip "Magic Marker"
Talens & Son, Inc.
P.O. Box 453, Union, N.J.
MU 6-5383
Chinograph Technipen

148. picture frames

Braquette, Inc.
Lenox, Mass.
LENOX 88
adjustable picture frames

149. retouching materials

The Craftint Mfg. Company
18501 Euclid Ave., Cleveland 12, Ohio
IV 6-4400
M. Grumbacher, Inc.
460 W. 34 St., NYC 1
BR 9-6400
Gamma Grays, Gamma White, brushes
Talens & Son, Inc.
P.O. Box 453, Union, N.J.
MU 6-5383
Talens Glossy Retouch, Grays, Hi-White
Urban Art Service
2506 Lake View Ave., Chicago 14, Ill.
GR 2-2336
Blaze. Best for b/w retouching

150. retail art stores

Arthur Brown & Bro., Inc.
2 W. 46th St., NYC 36
MU 3-9620
Crane-Gallo Artist Supplies
173 Madison Ave., NYC 16
drafting materials-airbrushes-picture framing
Cross County Art Center
Cross County Shopping Center, Yonkers 4, NY
YO 3-3788
convenience, service for advertising artists
A. I. Friedman, Inc.
25 W. 45 St., NYC 36
CI 5-6600
E. H. & A. C. Friedrichs Co.
40 E. 43 St., NYC
140 W. 57 St., NYC
363 Lexington Ave., NYC
JUN 6-1090
Lewis Artists Materials, Inc.
158 W. 44 St., NYC 36
HO 3-7181
Michael's Art Supplies, Inc.
6553 Sunset Blvd., Hollywood 28, Calif.
"Largest & most complete supplier of
Commercial Artists Materials on the
West Coast!"
Michael's Art Supplies, Inc.
235 Broadway, San Diego 1, Calif.
BE 4-1500
"Largest & most complete supplier of
Commercial Artists Materials on the
West Coast!"
Michael's Art Supplies, Inc.
2100 Cornell St., Palo Alto, Calif.
DA 1-6300
"Largest & most complete supplier of
Commercial Artists Materials on the
West Coast!"

Near-North Guild
63 E. Chicago Ave., Chicago, Ill.
DE 7-2668
Plaza Artist Materials, Inc.
210 E. 58 St., NYC 22
PL 5-3573
Riebs's Art Supplies
149 E. 60 St., NYC
TE 8-7065

151. sketch boxes

M. Grumbacher, Inc.
460 W. 34 St., NYC 1
BR 9-6400
sketch boxes & sketch-box easels

152. slide rules

A.W. Faber-Castell Pencil Co., Inc.
41-47 Dickerson Street
Newark 3, New Jersey
HU 3-1997

153. watercolor materials

The Craftint Mfg. Company
18501 Euclid Ave., Cleveland 12, Ohio
IV 6-4400
Craftint Academic colors, brushes, pads
M. Grumbacher, Inc.
460 W. 34 St., NYC 1
BR 9-6400
professional colors, papers, pads & brushes
National Card, Mat & Board Co.
4318 W. Carroll Ave., Chicago 24, Ill.
CO 1-7609
Permanent Pigments, Inc.
2700 Highland Ave., Cincinnati 12, Ohio
Water Color materials
Permanent Pigments, Inc.
2700 Highland Ave., Cincinnati 12, Ohio
LIquitex-versatile waterproof clrs.
Sanford Ink Co.
2740 Washington Blvd., Bellwood, Ill.
ES 8-4814
Temperas-opaque water colors
Talens & Son, Inc.
P.O. Box 453, Union, N.J.
MU 6-5383
Talens/Rembrandt water, casein clrs., dsgns
Triangle Color Company
1026 N. Water St., Milwaukee 2, Wis.
BR 1-0410

PHOTOGRAPHY

154. aerial

Aero Service Corporation
210 E. Courtland St., Phila. 20, Pa.
GL 7-3000
detailed air views
Arizona Photographic Assoc., Inc.
1330 N. 21 Ave., Phoenix, Ariz.
AL 8-6551
covering the entire southwest
Hailpern Photographers
151 Homestead Ave., Hartford 12, Conn.
CH 9-5874
obliques-color, Type C, b/w

155. animals

Mary Eleanor Browning
149 E. 40 St., NYC 16
MU 5-0240
Jerry Greenberg
6840 S.W. 92 St., Miami 56, Fla.
MO 7-4051
Undersea world, fish, coral

156. antique arms

Norman Floyderman, Antique Arms
44 W. Putnam Ave., Greenwich, Conn.
TO 9-4242
Antique arms & accessories - for rent or sale

157. architectural

ARCHITECTS photo-DIRECTION
420 So. 6th W. Box 1477, Missoula, Montana
LI 9-8363
architectural
Arizona Photographic Assoc., Inc.
1330 N. 21 Ave., Phoenix, Ariz.
AL 8-6551
covering the entire southwest
Ingvard Eide
Box 1477, 420 So. 6th W., Missoula, Montana
LI 9-8363
architectural
Hailpern Photographers
151 Homestead Ave., Hartford 12, Conn.
CH 9-5874
interior, exterior, color b/w
Frank J. Miller
2115 12th Ave., NE., Hickory, N.C.
DA 4-8758
fine quality creations
Donald Rettow - Photography
533 Valley View Rd., Marion Station, Pa.
MO 4-4703
imaginative results on location - color & b/w
Jacob Steiman
1249 N. 29 St., Phila. 21, Pa.
PO 9-2993
Architectural since 1936
Lewis P. Watson, Commercial Photography
1916 1/2 Hillsboro St., Raleigh, N.C.
TE 2-9887
b/w, color
Bill Witt, Photography
40 Fulton St., Newark 2, N.J.
MA 3-0562
for N.J. locations/interior & exterior/design feat.

158. birds

Joyce R. Wilson
412 W. 20 St., NYC 11
AL 5-0454
color, b/w

159. cats & dogs

Mary Eleanor Browning
149 E. 40 St., NYC 16
MU 5-0240

160. children

Arizona Photographic Assoc., Inc.
1330 N. 21 Ave., Phoenix, Ariz.
AL 8-6551
Dorothy McLaughlin specialist
Bernice Clark
20 Bartlett, Detroit 3, Mich.
TU 3-3912
natural situation ads - stories
Arlene Von Zimmerman
6402 Chapman Field Dr., Miami 56, Fla.
MO 7-8207
human interest, fashion, Fla. activities

161. color

Arizona Photographic Assoc., Inc.
1330 N. 21 Ave., Phoenix, Ariz.
AL 8-6551
covering the entire southwest
Mary Eleanor Browning
149 E. 40 St., NYC 16
MU 5-0240
Joe Clark, H. B. S.
20 Bartlett, Detroit 3, Mich.
TU 3-3912
adv. illustration, indus., human interest
Cyr Studio & Color Agency
203 WO 6-0772
111 Forest St., New Canaan, Conn.
stock color transparencies from 35mm to 8X10
Jerry Greenberg
6840 S.W. 92 St., Miami 56, Fla.
MO 7-4051
Underwater color photography
Hailpern Photographers
151 Homestead Ave., Hartford 12, Conn.
CH 9-5874
covering Connecticut, transparencies, Type C
Hi-Fi Photocolor Studio
5905 Calumet Ave., Hammond, Ind.
WE 2-4580
direct color from camera to print

Layman Studios

P.O. Box 520, Danville, Va.
industrial furniture products assignments

Frank J. Miller DA 4-8758

2115 12th Ave., NE., Hickory, N.C.
assignments in the south

Richard Pace WO 2-5684

47 Bayview Ave., Jersey City 5, N.J.
color, illus., location, still life

Donald Rettew - Photography HE 5-1666

533 Valley View Rd., Marion Station, Pa.

Stock Color - Slide & Filmstrip Prod.

Rik Shaw Associates, Ltd. PL 7-3988

250 W. 57 St., NYC 19

181 photographic production services

Siegfried/Darsey AX 4-1811

4341 Don Tomaso Dr., L.A. 8, Calif.

like "L.O.F." created by Siegfried R. Gutterman

Steele Studio, Lisa Obert TR 3-1046

41 W. 83 St., NYC 24

color

Lewis P. Watson, Commercial Photography

1916 1/2 Hillsboro St., Raleigh, N.C.

general commercial TE 2-9887

Robert A. Young FU 1-6269

116 Cleveland Ave., Colonia, N.J.

top notch, creative color photos

162. consultants

Arizona Photographic Assoc., Inc. AL 8-6551

1330 N. 21 Ave., Phoenix, Ariz.

Herb McLaughlin, Consultant

Jerry Greenberg MO 7-4051

6840 S.W. 92 St., Miami 56, Fla.

Underwater still photography

Rik Shaw Associates, Ltd. PL 7-3988

250 W. 57 St., NYC 19

181 photographic production services

163. editorial

ARCHITECTS photo-DIRECTION LI 9-8363

420 So. 6th W. Box 1477, Missoula, Montana

editorial

Arizona Photographic Assoc., Inc. AL 8-6551

1330 N. 21 Ave., Phoenix, Ariz.

Herb McLaughlin, specialist

Joe Clark, H. B. S. S. TU 3-3912

20 Bartlett, Detroit 3, Mich.

picture stories - advertising illustrations

Ingvard Eide LI 9-8363

Box 1477, 420 S. 6th W., Missoula, Montana

editorial

Jerry Greenberg MO 7-4051

6840 S.W. 92 St., Miami 56, Fla.

Underwater photography

Roger Marshutz BR 2-8234

873 N. Beverly Glen Blvd., L.A. 24, Calif.

magazine-advertising

Frank J. Miller DA 4-8758

2115 12th Ave., NE., Hickory, N.C.

assignments in the south

Siegfried/Darsey AX 4-1811

4341 Don Tomaso Dr., L.A. 8, Calif.

like moods created by Siegfried R. Gutterman

Bill Witt, Photography MA 3-0562

40 Fulton St., Newark 2, N.J.

picture stories/industrial/design featured

164. experimental

Edston CI 5-6781

75 W. 45 St., NYC

Siegfried/Darsey AX 4-1811

4341 Don Tomaso Dr., L.A. 8, Calif.

like "AiResearch" by Siegfried H. Gutterman

Jerry Greenberg MO 7-4051

6840 S.W. 92 St., Miami 56, Fla.

Underwater color & b/w stills

Robert A. Young FU 1-6269

116 Cleveland Ave., Colonia, N.J.

photograms, mood, wavy glass

165. fashion

Glenn Otto Photography WE 3-5679

7325 Melrose Ave., Los Angeles 46, Calif.

Calif. fashions • Contact DAI in N.Y.

Robert A. Young FU 1-6269

116 Cleveland Ave., Colonia, N.J.

New York, New Jersey Area

166. general

Ackad Studio

1638 Connecticut Ave., N.W., Wash. 9, D.C.

C. W. Ackeman Studio

P.O. Box 526, Cleveland 7, Ohio

Acme Photo Co.

1390 Anderson Ferry Rd., Cincinnati 38, Ohio

Admaster Prints, Inc. OR 9-1134

425 Park Ave. So., NYC 16

"The Visual Aid Center"

Adrian's Photography

50 Tilsdon Road, Toronto, Ont. 7, Canada

Edward M. Allen

Courtyard 2118 Mass. Ave. N.W., Wash. 8, D.C.

Allied Artists

800 W. Baltimore, Detroit, Mich.

Allied Photographic Illustrators

629 South Cooper, Memphis 4, Tenn.

Alpha Photo Associates, Inc.

200 W. 57th Street, NYC 19

Arizona Photographic Assoc., Inc. AL 8-6551

1330 N. 21 Ave., Phoenix, Ariz.

covering the entire southwest

Ashley & Crippen, Ltd.

196 Bloor St., W. Toronto, Ont. Canada

Ashton Studio of Photography

1260 Blue Hill Ave., Boston 26, Mass.

George August Photography

4145 University Way, Seattle 5, Wash.

Harry Auspitz Studio

2006 Chancellor St., Philadelphia 3, Pa.

The Banbury Studios

605 4th Ave. S., Minneapolis 15, Minn.

Beacon Photograph Co.

308 W. Randolph St., Chicago 6, Ill.

Benyas-Kaufman Photographers

8775 W. Nine Mile Road, Detroit, Mich.

Victor Berline of Paris Studio

3546 Main, Kansas City 11, Mo.

David Bier Studios

265 Vire St. W., Montreal Que., Canada

Birlauf & Steen

814 Grant St., Denver 3, Colo.

Blakeslee-Lane, Inc.

916 N. Charles St., Baltimore 1, Md.

Boris Studios, Inc. MU 5-0006

1265 Broadway, NYC 1

Boulevard Graphic, Inc.

2857 E. Grand Boulevard, Detroit 2, Mich.

Bowie Studio

3053 Peachtree Road, Atlanta 5, Ga.

Dick Beyer YU 6-2115

480 Lexington Avenue, NYC

Branco Photographic

217 9th St., Pittsburgh 22, Ill.

Brand Studios

1208 Central Pkwy., Cincinnati 10, Ohio

Brigdens Limited

130 Duchess St., Toronto, Ont., Canada

C. W. Brown Studio

401 Delaware St., Denver 4, Colo.

Brown & Rehbaum Service, Inc.

327 W. National Ave., Milwaukee 4, Wisc.

Arthur Burt, Inc.

3720 E. 5th Ave., Columbus 19, Ohio

Cardinal Studio

P.O. Box 2541, Milwaukee 14, Wisc.

A. Church Photographers

613 Allegheny Ave., Pittsburgh 33, Pa.

Ray Cicero YU 6-8930

480 Lexington Ave., NYC

Arthur Clarks Studio

4915 Caskie St., W. End Station, Richmond, Va.

Color-tex

1622 W. Wells St., Milwaukee 3, Wisc.

The Commercial Photo Co., Inc.

808 Delaware St., Kansas City 5, Mo.

Commercial Photographic, Inc.

Box 955, Toledo 2, Ohio

Commercial Photography

8948 W. Pico Blvd., Los Angeles 35, Calif.

Candit Studios

12 N.W. 8th, Portland 9, Ore.

Charles Conkling & Sons, Inc.

4929 N.E. Fremont St., Portland 13, Ore.

Claude Constable Studios

4829 Dodge St., Omaha 32, Nebr.

Contemporary Illustrators

3214 Gillham Road, Kansas City 9, Mo.

Les Cooper Commercial Photographers

P.O. Box 337, Memphis, Tenn.

Copy Craft, Inc.

58 W. Adams, Fine Arts Bldg., Detroit 26, Mich.

Corval Commercial Photog.

318 W. Schiller, Chicago 10, Ill.

Russel D. Council, Photographer

418 N. Stafford Ave., Richmond 20, Va.

Larry Couture Studio

2823 Collingwood Ave., Toledo 10, Ohio

Herbert Bruce Cross

612 S. Berendo St., Los Angeles 5, Calif.

Emil Culhal Photography

761 N. Highland Ave., Los Angeles 38, Calif.

Davis Studio

911 G. St., N.W., Washington 1, D.C.

Delano Photographics

1536 S.E. 11th Ave., Portland 14, Ore.

Dementi Studio

121 E. Grace St., Richmond 19, Va.

Erroll C. Dexter Studio

579 Greenhurst Drive, Pittsburgh 16, Pa.

Dickey & Harleen Studios

333 Sacramento St., San Francisco 11, Calif.

Paul Dixon Comm. Photo Enterprises

1518 Pennsylvania Ave., Ft. Worth 4, Tex.

Paul Dome YU 6-4680

480 Lexington Ave., NYC 17

Dorain

S. 9, Post, Spokane 1, Wash.

Roger Dudley

64 Cobb Bldg., Seattle 1, Wash.

Ellertson & Associates

518 5th Ave. So., Minneapolis 15, Minn.

Euclid Studio, Inc.

20471 Euclid Ave., Cleveland 17, Ohio

Faraghan Photography

1934 Arch St., Phila. 3, Pa.

Phil Fain & Associates

882 Folsom St., San Francisco 7, Calif.

Bob File Photography

2737 Camden Road, Columbus 21, Ohio

Daniel Firestone Photographs
168 N. 3rd St., Columbus 15, Ohio

Bob Forester
4319 West Pico Blvd., Los Angeles 19, Calif.

Fay Foto Service, Inc.
15 W. Canton St., Boston 18, Mass.

F. K. Frame & Co.
331 Hermitage St., Philadelphia 28, Pa.

Fursty Studio
702 S. Saginaw Ave., Chicago 49, Ill.

Gabriel Studio
1758 Irving Park Road, Chicago 34, Ill.

Ganslen Studios
147 Stockton St., San Francisco 8, Calif.

Gary & Clark Photography
003 Camp, Dallas 2, Texas

General Motors Photographic
65 W. Milwaukee, Detroit 2, Mich.

Gerrill Goff Studio
941 Browne St., Omaha 5, Nebr.

Grand Studio
135 Broadway, Cleveland 5, Ohio

Grennis Studio
1003 Hillsboro Road, Nashville 12, Tenn.

Jerry Greenberg MO 7-4051
6840 S.W. 92 St., Miami 56, Fla.
Underwater color & b/w stills

Chas. E. Grover, Pic's, Inc.
1479 S. Jackson St., Denver 10, Colo.

Robert B. Grubb
6142 N. 10th St., Philadelphia 41, Pa.

Stephen Heiser Photography SU 7-9717
141 W. Ohio St., Chicago 10, Ill.

H & H Photo Service
1554 Piedmont Ave. N.E., Atlanta 9, Ga.

Bror Hansen
17209 Mack Ave., Detroit 24, Mich.

Hayward Studios
627 Dorchester St. W., Montreal, Que., Canada

Hedrich-Blessing, Ltd.
450 E. Ohio St., Chicago 11, Ill.

Hi-Fi Photocolor Studio WE 2-4580
5905 Calumet Ave., Hammond, Ind.
direct color from camera to print, b/w

Hinman Photography
4 Biscayne Blvd., Miami 32, Fla.

Hiti Studio
1547 University Ave., St. Paul, 14, Minn.

Hoebemann Studios MU 7-0006
49 W. 44 St., NYC

W.H. Hoedt Studios, Inc.
1532 Summer St., Philadelphia 2, Pa.

The Holmes I. Mettee Studio
701 N. Eutaw St., Baltimore 1, Md.

Hospital Picture Service
11138 Hayes, Detroit 13, Mich.

House of Rothschild
625 S. Western Ave., Los Angeles 5, Calif.

Hughes Company
213 W. Monument St., Baltimore 1, Md.

Donald Jack Studio
4807 Dodge St., Omaha 32, Nebr.

Jimmie Jamieson
Goodwyn Institute Bldg., Memphis 3, Tenn.

Johnson-Bacheller-Ross, Inc.
2282 W. Como Ave., St. Paul 8, Minn.

Johnson Photographers
124 Fifth Avenue S., Clinton, Iowa

J. H. Kammerdiener
726 E. Franklin Ave., Minneapolis 4, Minn.

Kaufmann & Fabry Co.
425 S. Wabash Ave., Chicago 5, Ill.

Charles Kerles, Inc. CO 5-7605
149 W. 54 St., NYC

Floyd J. Kile Studio
81 Cain St. N.E., Atlanta 3, Ga.

Dave Kleiman Studio, Inc.
62 E. Lake St., Chicago 1, Ill.

Robert Kerapp Photography, Inc.
33 S. Wacker Dr., Chicago 6, Ill.

Kranston Studio, Inc.
22 W. Hubbard St., Chicago 10, Ill.

Laughhead Photographers
6411 Hillcrest, Dallas 5, Texas

Chas. A. Libby & Son
South 218 Lincoln, Spokane 4, Wash.

Liddle & Kahn
2332 Biscayne Blvd., Miami 37, Fla.

Los Angeles Airport Photography
5900 Avion Drive, Los Angeles 45, Calif.

Mac Gregor & Co.
19136 Woodward Ave., Detroit 3, Mich.

Manning Brothers
16300 Brush St., Detroit 3, Mich.

G.R. McFadden Commercial Photographer
915 S. 8th St., Burlington, Iowa

Eddie McGrath Jr. Studio
15520 E. Warren, Detroit 24, Mich.

Merge Studios
2115 W. Pico Blvd., Los Angeles 6, Calif.

C.P. Mills & Son Photography, Inc.
708 S. Washington Sq., Philadelphia 6, Pa.

Miss Dee Studio
1663 Grand Ave., St. Paul 5, Minn.

Morris & Associates
3186 West 8th St., Los Angeles 5, Calif.

Moser & Son
1638 S.W. 8th St., Miami 35, Fla.

Norris Collins Photographers
102-12th Ave. S., Nashville 3, Tenn.

Bob Nunn Photography
2415 D. Avenue, N.E., Cedar Rapids, Iowa

Osborne Photographic Laboratories, Inc.
505 Elm St. Miami Bldg., Cincinnati 2, Ohio

Robt. Packe Foto Lab.
1902 Front St., Toledo 5, Ohio

Photo Forum MU 3-3768
161 E. 32 St., NYC 16

Photography by Pentecost
206 Broadway Mk. Bldg., Detroit 26, Mich.

Edward Pilkington
5154 Leiper St., Philadelphia 24, Pa.

Quaker Photo Service Co., Inc.
914 Walnut St., Philadelphia 7, Pa.

Richter-Brown, Inc. Photography
4708 Linden, Spokane 61, Wash.

Al Salter Photography
685 Pallister, Detroit 2, Mich.

Peter James Samerjan OL 3-2940
846 N. Fairfax, Los Angeles 46, Calif.

Jules Schick, Photography
Architects Bldg. 17 & Sansom Sts. Phila. 3, Pa.

Shigeta-Wright Associates, Inc.
1721 N. Wells St., Chicago 14, Ill.

W.D. Smith Comm. Photographs
1307 W. El Paso St., Ft. Worth 3, Texas

Ferdinand Vogel Studios PL 9-1930
424 Madison Ave., NYC

Don Wallace, Inc.
9th & Main, Ft. Worth 2, Texas

Weaver Photo Service
2629 Hyperion Ave., Los Angeles 27, Calif.

Paul Weller RE 7-2202
227 E. 67 St., NYC

Wiles-Hood
4012 Gallatin Road, Nashville 6, Tenn.

Warren Winstanley, Inc. DR 1-4160
10910 Whittier, Detroit 24, Mich.

Lewis P. Watson, Commercial Photography
1916½ Hillsboro St., Raleigh, N.C.
commercial, b/w, color TE 2-9887

Yang Color Photography
1305 3rd Ave., Seattle 1, Wash.

Robert A. Young FU 1-6269
116 Cleveland Ave., Colonia, N.J.
New York, New Jersey area

167. human interest

Arizona Photographic Assoc., Inc. AL 8-6551
1330 N. 21 Ave., Phoenix, Ariz.
covering the entire southwest

Bernice Clark TU 3-3912
20 Bartlett, Detroit 3, Mich.
grownups & children - naturally

Robert A. Young FU 1-6269
116 Cleveland Ave., Colonia, NJ
up to date work for Ad Agencies

168. illustration

Arizona Photographic Assoc., Inc. AL 8-6551
1330 N. 21 Ave., Phoenix, Ariz.
covering the entire southwest

Henry Badlivi CI 6-4786
48 W. 48th St., NYC

Joe Clark, H.B.S.S. TU 3-3912
20 Bartlett, Detroit 3, Mich.
advertising, color, b/w, location or studio

Virgil R. Deane CH 9-2357
125 First Ave. No., Jacksonville Beach, Fla.

Ingvard Eide LI 9-8363
Box 1477, 420 So. 6th W., Missoula, Montana

illustration

Bernard Foster L.L.B. ST 2-7774
9 Hall St., Lewiston, Maine
fashion, pretty girls, etc.

Jerry Greenberg MO 7-4051
6840 S.W. 92 St., Miami 56, Fla.
Underwater stills, b/w & color

Leonard Shields NI 9-2319
717 Shepherd Ave., Bklyn. 8, NY

Free Lance, Scenics for Publication, Etc.

Leonard Shields NI 9-2319
717 Shepherd Ave., Bklyn. 8, NY

Natural History Photos for Publication, Etc.

Siegfried/Darsey AX 4-1811
4341 Don Tomaso Dr., L.A. 8, Calif.
like "Douglas" humor by Siegfried R. Gutterman

Fred Swartz WE 9-2789
135½ S. La Brea, Los Angeles 36, Calif.
illustration

Todd Walker BR 2-5006
8826 Burton Way, Beverly Hills, Calif.
photography, illustration

Bill Witt, Photography MA 3-0562
40 Fulton St., Newark 2, N.J.
industrial illus./design featured/color, b/w

169. industrial

C.W. Ackerman Studio
P.O. Box 526, Cleveland 7, Ohio

Allied Photographic Illustrators
629 S. Cooper, Memphis 4, Tenn.

Robert J. Anderson & Co.
16152 Ryland Ave., Detroit 40, Mich.

Apex Photograph Co.
111-N. Wacker Dr., Chicago 6, Ill.

ARCHITECTS photo-DIRECTION LI 9-8363
420 So. 6th W. Box 1477, Missoula, Montana

industrial

Arizona Photographic Assoc., Inc. AL 8-6551
1330 N. 21 Ave., Phoenix, Ariz.
covering the entire southwest

Harry Auspitz Studio
2006 Chancellor St., Philadelphia 3, Pa.

The Banbury Studios
605 4th Ave., Minneapolis 15, Minn.

Beacon Photograph Co.
308 W. Randolph St., Chicago 6, Ill.

Benyas-Kaufman Photographers
8775 W. Nine Mile Rd., Detroit, Mich.

Blakeslee-Lane, Inc.
916 N. Charles St., Baltimore 1, Md.

Brand Studios
1208 Central Pkwy., Cincinnati 10, Ohio

C. W. Brown Studio
401 Delaware St., Denver 4, Colo.

Clarence S. Bull
169 N. Canyon View, Los Angeles 49, Calif.

Arthur Burt, Inc.
3720 E. 5th Ave., Columbus 19, Ohio

Cardinal Studio
P.O. Box 2541, Milwaukee 14, Wisc.

Chase Studios, Ltd.
1904 M St., N.W., Washington 6, D.C.

Chicago Architectural Photographing Co.
75 E. Wacker Dr., Chicago 1, Ill.

A. Church Photographers
613 Allegheny Ave., Pittsburgh 33, Pa.

Joe Clark, H. B. S. S. TU 3-3912
20 Bartlett, Detroit 3, Mich.
annual reports - advertising

Norris Collins Photographers
102 12th Ave. S., Nashville 3, Tenn.

Tom Collins-Photography
2714 McKinney Ave., Dallas 1, Texas

The Commercial Photo Co., Inc.
808 Delaware St., Kansas City 5, Mo.

Commercial Photographic, Inc.
Box 955, Toledo 2, Ohio

Commercial Photography
8948 W. Pico Blvd., Los Angeles 35, Calif.

Charles Conkling & Sons, Inc.
4929 N.E. Fremont St., Portland 13, Ore.

Will Connell NO 3-0612
335 N. Berendo St., L.A. 4, Calif.
editorial, illustration, industrial

Les Cooper Commercial Photographers
P.O. Box 337, Memphis, Tenn.

Herbert Bruce Cross
612 S. Berendo St., Los Angeles 5, Calif.

Emil Cuhel Photography
761 N. Highland Ave., Los Angeles 38, Calif.

Custom Color Lab TR 2-6511
8 Procter St., Framingham, Mass.

Delmo Photographics
1536 S.E. 11th Ave., Portland 14, Ore.

Eroll C. Dexter Studio
579 Greenhurst Drive, Pittsburgh 16, Pa.

Philip C. Dittus
488 Endicott-Robert Bldg., St. Paul 1, Minn.

Roger Dudley
64 Cobb Bldg., Seattle 1, Wash.

James R. Dunlop, Inc.
1223 Eye St., N.W. Washington 5, D.C.

Ellertson & Associates
518 5th Ave., S. Minneapolis 15, Minn.

Euclid Studio, Inc.
20471 Euclid Ave., Cleveland 17, Ohio

Phil Fein & Associates
882 Folsom St., San Francisco 7, Calif.

Film Art Murals
150 N.W. 1st St., Miami 36, Fla.

Vince A. Finigan
221 5th St., N.E., Washington 2, D.C.

Daniel Firestone Photographs
168 N. 3rd St., Columbus 15, Ohio

Bob Forester
4319 W. Pico Blvd., Los Angeles 19, Calif.

R. R. Frame & Co.
531 Hermitage St., Philadelphia 28, Pa.

Harvey C. Friendtag
1438 S. Navajo St., Denver 23, Colo.

Ganslen Studios
347 Stockton St., San Francisco 8, Calif.

Garry's Commercial Photog.
207 Keenan Bldg., Pittsburgh 22, Pa.

General Motors Photographic
465 W. Milwaukee, Detroit 2, Mich.

Gerber Photographers
3801 N. Teutonia Ave., Milwaukee 6, Wisc.

Robert B. Grubb
6142 N. 10th St., Philadelphia 41, Pa.

Bror Hanson
17209 Mack Ave., Detroit 24, Mich.

Hayward Studios
627 Dorchester St., W. Montreal, Que. Canada

Hedrich-Blessing, Ltd.
450 E. Ohio St., Chicago 11, Ill.

Hellpenn Photographers CH 9-5874
151 Homestead Ave., Hartford 12, Conn.
anywhere in Connecticut-color, b/w

Raymond F. Hildebrand
420 N. 63rd St., Milwaukee 13, Wisc.

Hodge Photos
515-517 S.W. 13th Ave., Portland 5, Ore.

Holtkamp Commercial Photographers
3221 Wold Ave., Cincinnati 7, Ohio

House of Rothschild
625 S. Western Ave., Los Angeles 5, Calif.

Howard Studios
1619 Brownell Court, Cleveland 15, Ohio

Industro-Color Commercial Photo Studio
177 N. State St., Chicago 1, Ill.

Jack's Studio
518 15th St., Denver 2, Colo.

Jimmie Jamieson
Goodwyn Institute Bldg., Memphis 3, Tenn.

Gary Jantoft
7732 19th, N.E., Seattle 15, Wash.

Johnson Photographers
124 Fifth Ave., S., Clinton, Iowa

Judge Studio AT 1-3834
119 1/2 9th St., Pittsburgh 22, Pa.
industrial -b/w-color

Kaufmann & Fabry Co.
425 S. Wabash Ave., Chicago 5, Ill.

Dave Kleiman Studio, Inc.
62 E. Lake St., Chicago 1, Ill.

Kranzman Studio, Inc.
22 W. Hubbard St., Chicago 10, Ill.

Liddle & Kohn
2332 Biscayne Blvd., Miami 37, Fla.

Mac Greger & Co.
19136 Woodward Ave., Detroit 3, Mich.

G. R. McFadden Commercial Photographer
915 S. 8th St., Burlington, Iowa

J. F. Malony
6230 Wilson Ave., Seattle 18, Wash.

Manning Bros.
16300 Brush St., Detroit 3, Mich.

Merge Studios
2115 W. Pico Blvd., Los Angeles 6, Calif.

The Holmes I. Mottee Studio
701 N. Eutaw St., Baltimore 1, Md.

Frank J. Miller DA 4-8758
2115 12th Ave., N.E., Hickory, N.C.
Location assignments in the south

C. P. Mills & Son Photography, Inc.
708 S. Washington Sq., Philadelphia 6, Pa.

Morris & Associates
3186 W. 8th St., Los Angeles 5, Calif.

Benjamin Morse, Inc.
16 Lincoln St., Boston 11, Mass.

Moser & Son
1638 S.W. 8th St., Miami 35, Fla.

Neil Newton Photography
517 Mount Pleasant Road, Toronto, Ont. Canada

Norton & Peel
1004 Marquette Ave., Minneapolis 3, Minn.

Bob Nunn Photography
2415 D. Avenue, N.E. Cedar Rapids, Iowa

Edgar H. Orr & Co.
83 Cain St., N.E., Atlanta 3, Ga.

Osborne Photographic Laboratories, Inc.
505 Elm St., Cincinnati 2, Ohio

Robt. Packe Foto Lab.
1902 Front St., Toledo 5, Ohio

Photographers Commercial, Inc.
13450 Puritan, Detroit 27, Mich.

Stephen W. Plimpton
899 Boylston St., Boston 15, Mass.

Quaker Photo Service Co., Inc.
914 Walnut St., Philadelphia 7, Pa.

Randazzo & Morrison, Inc.
716 Baltimore Ave., Kansas City 5, Mo.

Renner, Inc.
1530 Lombard St., Philadelphia 46, Pa.

Donald Rettew - Photography MO 4-4703
533 Valley View Rd., Merion Station, Pa.

Advertising - Annual Reports - Case Histories

Riehle Studios
407 Sibley St., St. Paul 1, Minn.

Robert Rubic BR 9-6108
254 W. 31 St., NYC 1
annual reports, architectural, etc.

Al Salter Photography
685 Pallister, Detroit 2, Mich.

Alphense Simone Advertising Photography
2517 Fairmount, Dallas 1, Texas

W. D. Smith
1307 W. El Paso St., Ft. Worth 3, Texas

Stadler Studios, Inc.
666 N. Lake Shore Dr., Chicago 11, Ill.

Standard Studios, Inc.
540 N. Michigan Ave., Chicago 11, Ill.

Fred Swartz WE 9-2789
135 1/2 S. La Brea, Los Angeles 36, Calif.
industrial

Buzz Taylor Studio
308 N. Theresa, St. Louis 3, Mo.

Terry Thurn Photography
9624 Lenore, Detroit 39, Mich.

United Press International MU 2-0400
220 E. 42 St., NYC 17

Wallbridge & Bell Photographs
441 Melrose Ave., Toledo 10, Ohio

Don Wallace, Inc.
9th & Main, Dallas 2, Texas

Lewis P. Watson, Commercial Photography
1916 1/2 Hillsboro St., Raleigh, N.C.
in plant & on location TE 9-9887

Bill Witt, Photography MA 3-0562
40 Fulton St., Newark 2, NJ
for N.J. indus. illus./color, b/w-design feat.

E. D. Young
505 King Ave., Columbus, Ohio

170. interiors

ARCHITECTS photo-DIRECTION LI 9-8363
420 So. 6th W. Box 1477, Missoula, Montana
interiors

Arizona Photographic Assoc., Inc. AL 8-6551
1330 N. 21 Ave., Phoenix, Ariz.
covering the entire southwest

Bill Witt, Photography MA 3-0562
40 Fulton St., Newark 2, NJ
interiors & exteriors/color, b/w-design feat.

171. landscapes

Arizona Photographic Assoc., Inc. AL 8-6551
1330 N. 21 Ave., Phoenix, Ariz.
covering the entire southwest
Frank J. Miller DA 4-8758
2115 12th Ave., NE., Hickory, N.C.
Scenes of southern beauty

172. location

Arizona Photographic Assoc., Inc. AL 8-6551
1330 N. 21 Ave., Phoenix, Ariz.
covering the entire southwest
Free-Lance Photographers Guild, FPG
110 W. 32 St., NYC 1 MU 7-0046
world-wide photographers network
Jerry Greenberg MO 7-4051
840 S.W. 92 St., Miami 56, Fla.
Underwater photography
Frank J. Miller DA 4-8758
2115 12th Ave., NE., Hickory, N.C.
assignments in the south
Siegfried/Dorsey AX 4-1811
1341 Don Tomaso Dr., L.A. 8, Calif.
like trailer jaunts by Siegfried R. Gutteman
Robert A. Young FU 1-6269
116 Cleveland Ave., Colonia, NJ
studio quality lighting on location

173. magazine photography

Arizona Photographic Assoc., Inc. AL 8-6551
1330 N. 21 Ave., Phoenix, Ariz.
covering the entire southwest
Joe Clark, H. B. S. S. TU 3-3912
20 Bartlett, Detroit 3, Mich.
photojournalism - annual reports
William J. Claxton CR 6-3141
201 Lasky Dr., Beverly Hills, Calif. HO 5-3036
magazine photography
Ingvar Elde LI 9-8363
Box 1477, 420 S. 6th W., Missoula, Montana
magazine photography
Frank J. Miller DA 4-8758
2115 12th Ave., NE., Hickory, N.C.
photojournalism, covers, illustrations
Fred Swartz WE 9-2789
135½ S. La Brea, Los Angeles 36, Calif.
magazine photography
Bill Witt, Photography MA 3-0562
40 Fulton St., Newark 2, NJ
photo journalism/indus./edit/design feat.

174. murals

American Blueprint Co., Inc. PL 1-2240
7 E. 47 St., NYC • 299 Madison Ave., NYC
630 5th Ave., NYC • 60 E. 56 St., NYC
Arizona Photographic Assoc., Inc. AL 8-6551
1330 N. 21 Ave., Phoenix, Ariz.
covering the entire southwest
Color Corporation of America JU 2-4355
43 W. 61st St., NYC 23
the quality color service to the trade
Rik Shaw Associates, Ltd. PL 7-3988
250 W. 57 St., NYC 19
any size, original montages, also color

175. photo agencies

The Bettmann Archive, Inc. PL 8-0362
136 E. 57 St., NYC

Cyr Studio & Color Agency 203WO 6-0772
111 Forest St., New Canaan, Conn.
stock color transparencies from 35mm to 8 X 10
Free-Lance Photographers Guild, FPG
110 W. 32 St., NYC 1 MU 7-0046
babies, pretty girls, scenics
Underwood & Underwood News Photos, Inc.
3 W. 46 St., NYC 36 JU 6-5910
all subjects: advertising & editorial

176. photo-reporting

ARCHITECTS photo-DIRECTION LI 9-8363
420 So. 6th W. Box 1477, Missoula, Montana
photo-reportage
Interstate Industrial Reporting Service, Inc.
675 Fifth Ave., NYC 22 MU 8-1880
Judge Studio AT 1-3834
119½ 9th St., Pittsburgh 22, Pa.
photo-reporting
Frank J. Miller DA 4-8758
2115 12th Ave., NE., Hickory, N.C.
assignments in the south
Donald Rettew - Photography MO 4-4703
533 Valley View Rd., Merion Station, Pa.
Case Histories - Industrial - Advertising
Underwood & Underwood News Photos, Inc.
3 W. 46 St., NYC 36 JU 6-5910
all subjects: advertising & editorial
United Press International MU 2-0400
220 E. 42 St., NYC 17
Wide World Photos, Inc. PL 7-1111
50 Rockefeller Plaza, NYC 20

177. printons

American Blueprint Co., Inc. PL 1-2240
7 E. 47 St., NYC • 299 Madison Ave., NYC
630 5th Ave., NYC • 60 E. 56 St., NYC
Color Corporation of America JU 2-4355
43 W. 61st St., NYC 23
the quality color service to the trade
K. & L. Color Service, Inc. MU 7-2595
Kurshan & Lang Color Service, Inc.
10 E. 46 St., NYC 17
photographic color for advertising & industry
Norman Kurshan, Inc. JU 6-0035
custom quality color service
Rik Shaw Associates, Ltd. PL 7-3988
250 W. 57 St., NYC 19
from transparency, art or product

178. products

Arizona Photographic Assoc., Inc. AL 8-6551
1330 N. 21 Ave., Phoenix, Ariz.
covering the entire southwest
Jerry Greenberg MO 7-4051
6840 S.W. 92 St., Miami 56, Fla.
Underwater photography
Rik Shaw Associates, Ltd. PL 7-3988
250 W. 57 St., NYC 19
181 photographic production services

179. props

(See also category 38)

180. publicity

Arizona Photographic Assoc., Inc. AL 8-6551
1330 N. 21 Ave., Phoenix, Ariz.
covering the entire southwest
United Press International MU 2-0400
220 E. 42 St., NYC 17

181. reportage

Arizona Photographic Assoc., Inc. AL 8-6551
1330 N. 21 Ave., Phoenix, Ariz.
covering the entire southwest
Benyas-Kaufman Photographers
8775 West Nine Mile Road, Detroit, Mich.
Blakeslee-Lane, Inc.
916 N. Charles St., Baltimore 1, Md.
Chase Studios, Ltd.
1904 M St. N.W., Washington 6, D.C.
Del Vecchio Studio
294 Washington, Boston, Mass.
Ingvar Elde LI 9-8363
Box 1477, 420 S. 6th W., Missoula, Montana
reportage
Heilporn Photographers CH 9-5874
151 Homestead Ave., Hartford 12, Conn.
pic. stories-newsp.-mag. exp. illus., ind.
interiors, location, product, reportage
Howard Studios
1619 Brownell Court, Cleveland 15, Ohio
Gary Jentoft
7732 19th, N.E., Seattle 15, Wash.
Kranston Studio, Inc.
22 West Hubbard St., Chicago 10, Ill.
Frank J. Miller DA 4-8758
2115 12th Ave., NE., Hickory, N.C.
complete picture story coverage
Moulin Studios
181 2nd Street, San Francisco 5, Calif.
Osborne Photographic Laboratories, Inc.
505 Elm St. Miami Bldg., Cincinnati 2, Ohio
Oscar & Associates, Inc.
63 East Adams St., Los Angeles 3, Calif.
Lee Salisbury Studios
937 F. Street, N.W., Washington, D.C.
Martin J. Schmidt
2209 West Morse Ave., Chicago 45, Ill.
Stewart-Photography
1616 Crown Hill, Los Angeles 26, Calif.
Wesley Swadley Creative Photog.
233 Post St., San Francisco 8, Calif.

182. slide films

Admaster Prints, Inc. OR 9-1134
425 Park Ave. So., NYC 16
"The Visual Aid Center"
Edatan CI 5-6781
75 W. 45 St., NYC
K. & L. Color Service, Inc. MU 7-2595
Kurshan & Lang Color Service, Inc.
10 E. 46 St., NYC 17
photographic color for advertising & industry
National Studios JU 2-1926
42 W. 48 St., NYC
color, b/w & sound
Donald Rettew - Creative Services MO 4-4703
533 Valley View Rd., Merion Station, Pa.
Script Planning - Location Photo. - Prod.
Rik Shaw Associates, Ltd. PL 7-3988
250 W. 57 St., NYC 19
complete facilities for color & sound

183. stereo

Rik Shaw Associates, Ltd. PL 7-3988
250 W. 57 St., NYC 19
181 photographic production services
Stereo Studio, Lisa Obert TR 3-1046
41 W. 83 St., NYC 24
stereo

184. still life

Robert A. Young FU 1-6269
116 Cleveland Ave., Colonia, NJ
creative, special effects, mood

185. stock photos

Agric Photo Library
4 Middle Lane, Wallingford, Conn.
American Stock Photos
1627 S. Broadway, L.A. 15, Calif.
APA Photo Library
1330 N. 21st Ave., Phoenix, Ariz.
Arizona Photographic Assoc., Inc. AL 8-6551
1330 N. 21 Ave., Phoenix, Ariz.
covering the west since 1872
Camera Clix MU 7-6112
19 W. 44 St., NYC 19
widest variety of categories in color
Cyr Studio & Color Agency 203WO 6-0772
111 Forest St., New Canaan, Conn.
stock color transparencies from 35mm to 8 X 10
Free-Lance Photographers Guild, FPG
110 W. 32 St., NYC 1 MU 7-0046
babies, pretty girls, scenics
Ewing Galloway LE 2-4423
420 Lexington Ave., NYC 17
write for new, comprehensive, free catalog
Jerry Greenberg MO 7-4051
6840 S.W. 92 St., Miami 56, Fla.
Underwater stills, color & b/w
Interstate Photographer
675 Fifth Avenue, NYC 22
Harold M. Lambert Studios CA 4-1400
2801 W. Cheltenham Ave., Phila. 50, Pa.
Color and black and white
Frank J. Miller DA 4-8758
2115 12th Ave., NE., Hickory, N.C.
Southern scenic & Travel settings
Photo-Library, Inc.
149 E. 69th Street, NYC
The Picture File OL 4-8277
8226 Santa Monica Blvd., Hollywood 46, Calif.
Donald Rethew - Photography MO 4-4703
533 Valley View Rd., Merion Station, Pa.
Scenic-Camping-Religious-Story Telling-Clr
H. Armstrong Roberts
4203 Locust St., Phila. 4, Pa. EV 6-6300
420 Lexington Ave., NYC 17 LE 2-6076
205 W. Wacker Dr., Chicago 6, Ill. RA 6-0880
912 Book Bldg., Detroit 26, Mich. WO 1-8910
The Shostal Press Agency MU 7-4381
545 5 Ave., NYC 17
Sickles Photo-Reporting Service
193 Maplewood Ave., Maplewood, N.J.
Stockpix MU 7-8345
19 W. 44 St., NYC 36
Underwood & Underwood Illus. Studios, Inc.
319 E. 44 St., NYC 17 MU 4-5400
646 N. Michigan Ave., Chi., Ill. DE 7-1711
b/w photo, adv-edit-prom. use-new catalog \$2.50
Underwood & Underwood News Photos, Inc.
3 W. 46 St., NYC 36 JU 6-5910
all subjects: advertising & editorial
United Press International MU 2-0400
220 E. 42 St., NYC 17
Wide World Photos PL 7-1111
50 Rockefeller Plaza, NYC 20

186. trick photography

Edaton CI 5-6781
75 W. 45 St., NYC
The Fotoflex Co. MU 2-1190
207 E. 37 St., NYC 16
specializ. in prospectus, reproportion. curves, etc.

Photo-Lettering, Inc. MU 2-2346
216 E. 45 St., NYC 17
innovators in trick photography since 1936

PHOTO REPRODUCTION SERVICES

187. Anscochrome processing

Color Corporation of America JU 2-4355
43 W. 61st St., NYC 23
the quality color service to the trade
K. & L. Color Service, Inc. MU 7-2595
Kurshan & Lang Color Service, Inc.
10 E. 46 St., NYC 17
photographic color for advertising & industry
Norman Kurshan, Inc. JU 6-0035
8 W. 56 St., NYC 19
custom quality color service
Rapid Color Inc. CH 5-7711
216 S. Central Ave., Glendale 4, Calif.
complete photographic color laboratory
Jack Ward Color Service, Inc. MU 7-1396
202 E. 44 St., NYC 17

188. b/w prints in quantity

Admaster Prints, Inc. OR 9-1134
425 Park Ave. So., NYC 16
"The Visual Aid Center"
National Studios JU 2-1926
42 W. 48 St., NYC
Rapid Color Inc. CH 5-7711
216 S. Central Ave., Glendale 4, Calif.
complete photographic color laboratory
Rik Shaw Associates, Ltd. PL 7-3988
250 W. 57 St., NYC 19
contacts from 4" X 5" to 20" X 24"

189. carbos

K. & L. Color Service, Inc. MU 7-2595
Kurshan & Lang Color Service, Inc.
10 E. 46 St., NYC 17
photographic color for advertising & industry

190. color assemblies

Color Corporation of America JU 2-4355
43 W. 61st St., NYC 23
the quality color service to the trade
K. & L. Color Service, Inc. MU 7-2595
Kurshan & Lang Color Service, Inc.
10 E. 46 St., NYC 17
photographic color for advertising & industry
Norman Kurshan, Inc. JU 6-0035
8 W. 56 St., NYC 19
custom quality color service
Ralph Marks Color Labs EL 5-6740
344 E. 49 St., NYC 17
dye transfer strip-ups
Peterson Color Laboratory, Inc. OR 9-7360
10 E. 39 St., NYC 16
Dye Transfer combinations
Rapid Color Inc. CH 5-7711
216 S. Central Ave., Glendale 4, Calif.
complete photographic color laboratory

191. color prints in quantity

Admaster Prints, Inc. OR 9-1134
425 Park Ave. So., NYC 16
"The Visual Aid Center"

Arizona Photographic Assoc., Inc. AL 8-6551
1330 N. 21 Ave., Phoenix, Ariz.
quality dye-transfer
Color Corporation America JU 2-4355
43 W. 61st St., NYC 23
the quality color service to the trade
K. & L. Color Service, Inc. MU 7-2595
Kurshan & Lang Color Service, Inc.
10 E. 46 St., NYC 17
photographic color for advertising & industry
Norman Kurshan, Inc. JU 6-0035
8 W. 56 St., NYC 19
custom quality color service
Ralph Marks Color Labs EL 5-6740
344 E. 49 St., NYC 17
type C at its best
National Studios JU 2-1926
42 W. 48 St., NYC
Rapid Color Inc. CH 5-7711
216 S. Central Ave., Glendale 4, Calif.
complete photographic color laboratory
Rik Shaw Associates, Ltd. PL 7-3988
250 W. 57 St., NYC 19
Ektacolor, dye transfer & printons
Jack Ward Color Service, Inc. MU 7-1396
202 E. 44 St., NYC 17

192. color separations

Color Corporation of America JU 2-4355
43 W. 61st St., NYC 23
the quality color service to the trade
K. & L. Color Service, Inc. MU 7-2595
Kurshan & Lang Color Service, Inc.
10 E. 46 St., NYC 17
photographic color for advertising & industry
Norman Kurshan, Inc. JU 6-0035
8 W. 56 St., NYC 19
custom quality color service
Peterson Color Laboratory, Inc. OR 9-7360
10 E. 39 St., NYC 16
4 color for graphic arts, Dye Transfer
Photo-Graphics HO 9-2764
6666 Santa Monica Blvd., Hollywood 38, Calif.
screened velox. photo effects. stats. photo copy
Jack Ward Color Service, Inc. MU 7-1396
202 E. 44 St., NYC 17

193. copy of artwork

Admaster Prints, Inc. OR 9-1134
425 Park Ave. So., NYC 16
"The Visual Aid Center"
American Blueprint Co., Inc. PL 1-2240
7 E. 47 St., NYC • 299 Madison Ave., NYC
630 5th Ave., NYC • 60 E. 56 St., NYC
Cinna-Graphic Service, Inc. PA 1-2340
424 Commercial Sq., Cincinnati 2, Ohio
non-strength prints, film transparencies
Color Corporation of America JU 2-4355
43 W. 61st St., NYC 23
the quality color service to the trade
K. & L. Color Service, Inc. MU 7-2595
Kurshan & Lang Color Service, Inc.
10 E. 46 St., NYC 17
photographic color for advertising & industry
Norman Kurshan, Inc. JU 6-0035
8 W. 56 St., NYC 19
custom quality color service
National Studios JU 2-1926
42 W. 48 St., NYC
Peterson Color Laboratory, Inc. OR 9-7360
10 E. 39 St., NYC 16
Dye Transfer, Type C, Transparency

Rapid Color Inc. CH 5-7711
216 S. Central Ave. Glendale 4, Calif.
complete photographic color laboratory
Rik Shaw Associates, Ltd. PL 7-3988
250 W. 57 St., NYC 19
b/w & full color copies
Jack Ward Color Service, Inc. MU 7-1396
202 E. 44 St., NYC 17

194. duplicate transparencies

Admaster Prints, Inc. OR 9-1134
425 Park Ave. So., NYC 16
"The Visual Aid Center"
Avery Color Corp. HO 5-7129
1525 Cahuenga Blvd., Hollywood 28, Calif.
Ektachrome Processing, Colorstats, Slides
Color Corporation of America JU 2-4355
43 W. 61st St., NYC 23
the quality color service to the trade
K. & L. Color Service, Inc. MU 7-2595
Kurshan & Lang Color Service, Inc.
10 E. 46 St., NYC 17
photographic color for advertising & industry
Norman Kurshan, Inc. JU 6-0035
8 W. 56 St., NYC 19
custom quality color service
Peterson Color Laboratory, Inc. OR 9-7360
10 E. 39 St., NYC 16
Dye Transfer, Ektachrome, Ektacolor Type C
Rapid Color Inc. CH 5-7711
216 S. Central Ave., Glendale 4, Calif.
complete photographic color laboratory
Rik Shaw Associates, Ltd. PL 7-3988
270 W. 57 St., NYC 19
reproduction quality & for display use
Jack Ward Color Service, Inc. MU 7-1396
202 E. 44 St., NYC 17

195. dye transfer prints

Arizona Photographic Assoc., Inc. AL 8-6551
1330 N. 21 Ave., Phoenix, Ariz.
quality - 4x5 to 16x20
Color Corporation of America JU 2-4355
43 W. 61st St., NYC 23
the quality color service to the trade
K. & L. Color Service, Inc. MU 7-2595
Kurshan & Lang Color Service, Inc.
10 E. 46 St., NYC 17
photographic color for advertising & industry
Norman Kurshan, Inc. JU 6-0035
8 W. 56 St., NYC 19
custom quality color service
Ralph Marks Color Labs EL 5-6740
344 E. 49 St., NYC 17
top quality for reproduction
Peterson Color Laboratory, Inc. OR 9-7360
10 E. 39 St., NYC 16
the height of quality
P.I.C. Color Corp. PL 7-4220
5 W. 46 St., NYC 36
Rapid Color Inc. CH 5-7711
216 S. Central Ave., Glendale 4, Calif.
complete photographic color laboratory
Rik Shaw Associates, Ltd. PL 7-3988
250 W. 57 St., NYC 19
any size, repro quality & quantities
Tech Photo Labs. MU 5-5052
14 E. 39 St., NYC
Jack Ward Color Service, Inc. MU 7-1396
202 E. 44 St., NYC 17
Weco Studio, Inc. MU 5-1864
14 E. 39 St., NYC 16

196. dye transfer prints, giant

Color Corporation of America JU 2-4355
43 W. 61st St., NYC 23
the quality color service to the trade
K. & L. Color Service, Inc. MU 7-2595
Kurshan & Lang Color Service, Inc.
10 E. 46 St., NYC 17
photographic color for advertising & industry
Norman Kurshan, Inc. JU 6-0035
8 W. 56 St., NYC 19
custom quality color service
Peterson Color Laboratory, Inc. OR 9-7360
10 E. 39 St., NYC 16
Sizes to 30 X 40
Rapid Color Inc. CH 5-7711
216 S. Central Ave., Glendale 4, Calif.
complete photographic color laboratory
Rik Shaw Associates, Ltd. PL 7-3988
250 W. 57 St., NYC 19
181 photographic production services

197. Ektacolor

Color Corporation of America JU 2-4355
43 W. 61st St., NYC 23
the quality color service to the trade
Hi-Fi Photocolor Studio WE 2-4580
5905 Calumet Ave., Hammond, Ind.
custom Ektacolor finishing. Dr. Swakun, Mgr.
K. & L. Color Service, Inc. MU 7-2595
Kurshan & Lang Color Service, Inc.
10 E. 46 St., NYC 17
photographic color for advertising & industry
Norman Kurshan, Inc. JU 6-0035
8 W. 56 St., NYC 19
custom quality color service
Ralph Marks Color Labs EL 5-6740
344 E. 49 St., NYC 17
Ektacolor (type C) color prints
Pergament Color PL 1-0655
214 E. 53 St., NYC 22
Peterson Color Laboratory, Inc. OR 9-7360
10 E. 39 St., NYC 16
Ektacolor prints or transparencies
Rapid Color Inc. CH 5-7711
216 S. Central Ave. Glendale 4, Calif.
complete photographic color laboratory
Rik Shaw Associates, Ltd. PL 7-3988
250 W. 57 St., NYC 19
any size, repro quality & quantities
Jack Ward Color Service, Inc. MU 7-1396
202 E. 44 St., NYC 17

198. Ektachrome processing

Color Corporation of America JU 2-4355
43 W. 61st St., NYC 23
the quality color service to the trade
K. & L. Color Service, Inc. MU 7-2595
Kurshan & Lang Color Service, Inc.
10 E. 45 St., NYC 17
photographic color for advertising & industry
Norman Kurshan, Inc. JU 6-0035
8 W. 56 St., NYC 19
custom quality color service
Rapid Color Inc. CH 5-7711
216 S. Central Ave., Glendale 4, Calif.
complete photographic color laboratory
Jack Ward Color Service, Inc. MU 7-1396
202 E. 44 St., NYC 17

199. enlargements

American Blueprint Co., Inc. PL 1-2240
7 E. 47 St., NYC • 299 Madison Ave., NYC
630 5th Ave., NYC • 60 E. 56 St., NYC
Color Corporation of America JU 2-4355
43 W. 61st St., NYC 23
the quality color service to the trade
K. & L. Color Service, Inc. MU 7-2595
Kurshan & Lang Color Service, Inc.
10 E. 46 St., NYC 17
photographic color for advertising & industry
Norman Kurshan, Inc. JU 6-0035
8 W. 56 St., NYC 19
custom quality color service
National Studios JU 2-1926
42 W. 48 St., NYC
any size - any quantity
Photo-Graphics HO 9-2764
6666 Santa Monica Blvd., Hollywood 38, Calif.
screened velox • photo effects • stats •
photo copy
Rapid Color Inc. CH 5-7711
216 S. Central Ave., Glendale 4, Calif.
complete photographic color laboratory
Rik Shaw Associates, Ltd. PL 7-3988
250 W. 57 St., NYC 19
any size, b/w or color
Jack Ward Color Service, Inc. MU 7-1396
202 E. 44 St., NYC 17

200. Flexichrome

K. & L. Color Service, Inc. MU 7-2595
Kurshan & Lang Color Service, Inc.
10 E. 46 St., NYC 17
photographic color for advertising & industry
Art Mittenberger AS 8-6192
30-68 41 St., Astoria 3, N. Y.
flexichrome coloring & b/w retouching
Tech Photo Labs. MU 5-5052
14 E. 39 St., NYC
Weco Studio, Inc. MU 5-1864
14 E. 39 St., NYC 16
Flexichrome retouching

201. montage

Color Corporation of America JU 2-4355
43 W. 61st St., NYC 23
the quality color service to the trade
K. & L. Color Service, Inc. MU 7-2595
Kurshan & Lang Color Service, Inc.
10 E. 46 St., NYC 17
photographic color for advertising & industry
Norman Kurshan, Inc. JU 6-0035
8 W. 56 St., NYC 19
custom quality color service
Rapid Color Inc. CH 5-7711
216 S. Central Ave., Glendale 4, Calif.
complete photographic color laboratory
Rik Shaw Associates, Ltd. PL 7-3988
250 W. 57 St., NYC 19
creative montages in b/w & color

202. mural color transparencies

Color Corporation of America JU 2-4355
43 W. 61st St., NYC 23
the quality color service to the trade
K. & L. Color Service, Inc. MU 7-2595
Kurshan & Lang Color Service, Inc.
10 E. 46 St., NYC 17
photographic color for advertising & industry

Norman Kurshan, Inc. JU 6-0035
8 W. 56 St., NYC 19
custom quality color service
Rapid Color Inc. CH 5-7711
216 S. Central Ave., Glendale 4, Calif.
complete photographic color laboratory
Rik Shaw Associates, Ltd. PL 7-3988
250 W. 57 St., NYC 19
181 photographic production services

203. photocomposing

K. & L. Color Service, Inc. MU 7-2595
Kurshan & Lang Color Service, Inc.
10 E. 46 St., NYC 17
photographic color for advertising & industry
Norman Kurshan, Inc. JU 6-0035
8 W. 56 St., NYC 19
custom quality color service
Peterson Color Laboratory, Inc. OR 9-7360
10 E. 39 St., NYC 16
Dye Transfer & graphic arts separations

204. photocomposing on transparencies

Robert Crandall Associates, Inc. CI 7-7377
58 W. 47 St., NYC 36
color assemblies the modern way

205. photomurals

American Blueprint Co., Inc. PL 1-2240
7 E. 47 St., NYC • 299 Madison Ave., NYC
630 5th Ave., NYC • 60 E. 56 St., NYC
Arizona Photographic Assoc., Inc. AL 8-6551
1330 N. 21 Ave., Phoenix, Ariz.
you pick the wall - we fill it
Color Corporation of America JU 2-4355
43 W. 61st St., NYC 23
the quality color service to the trade
K. & L. Color Service, Inc. MU 7-2595
Kurshan & Lang Service, Inc.
10 E. 46 St., NYC 17
photographic color for advertising & industry
National Studios JU 2-1926
42 W. 48 St., NYC
Rapid Color Inc. CH 5-7711
216 S. Central Ave., Glendale 4, Calif.
complete photographic color laboratory
Rik Shaw Associates, Ltd. PL 7-3988
250 W. 57 St., NYC 19
any size, montages, also color

206. reprodupe

Color Corporation of America JU 2-4355
43 W. 61st St., NYC 23
the quality color service to the trade
K. & L. Color Service, Inc. MU 7-2595
Kurshan & Lang Color Service, Inc.
10 E. 46 St., NYC 17
photographic color for advertising & industry
Norman Kurshan, Inc. JU 6-0035
8 W. 56 St., NYC 19
custom quality color service
Rapid Color Inc. CH 5-7711
216 S. Central Ave., Glendale 4, Calif.
complete photographic color laboratory
Rik Shaw Associates, Ltd. PL 7-3988
250 W. 57 St., NYC 19
top quality very fast
Jack Ward Color Service, Inc. MU 7-1396
202 E. 44 St., NYC 17

207. reprodyer

Color Corporation of America JU 2-4355
43 W. 61st St., NYC 23
the quality color service to the trade
K. & L. Color Service, Inc. MU 7-2595
Kurshan & Lang Color Service, Inc.
10 E. 46 St., NYC 17
photographic color for advertising & industry
Norman Kurshan, Inc. JU 6-0035
8 W. 56 St., NYC 19
custom quality color service
Rik Shaw Associates, Ltd. PL 7-3988
250 W. 57 St., NYC 19
181 photographic production services

208. reproportioning

Cinna-Graphic Service, Inc. PA 1-2340
424 Commercial Sq., Cincinnati 2, Ohio
lettering, type, printing stretch
K. & L. Color Service, Inc. MU 7-2595
Kurshan & Lang Color Service, Inc.
10 E. 46 St., NYC 17
photographic color for advertising & industry
Norman Kurshan, Inc. JU 6-0035
8 W. 56 St., NYC 19
custom quality color service
Peterson Color Laboratory, Inc. OR 9-7360
10 E. 39 St., NYC 16
Stretch 5 to 17 per cent

209. screened veloxes

Archer Ames Assoc., Inc. MU 8-3240
16 E. 52 St., NYC 22
custom quality velox service
Cinna-Graphic Service, Inc. PA 1-2340
424 Commercial Sq., Cincinnati 2, Ohio
line photocopy-combination, special effects
Mark-O-Neg CA 6-8440
142 Greene Street, NYC
Photo-Graphics HO 9-2764
6666 Santa Monica Blvd., Hollywood 38, Calif.
screened velox • photo effects • stats •
photo copy
Screenline Photo, Inc. OX 7-0866
520 5th Ave., NYC 36

210. slides

Admaster Prints, Inc. OR 9-1134
425 Park Ave. So., NYC 16
"The Visual Aid Center"
Color Corporation of America JU 2-4355
43 W. 61st St., NYC 23
the quality color service to the trade
K. & L. Color Service, Inc. MU 7-2595
Kurshan & Lang Color Service, Inc.
10 E. 46 St., NYC 17
photographic color for advertising & industry
Norman Kurshan, Inc. JU 6-0035
8 W. 56 St., NYC 19
custom quality color service
National Studios JU 2-1926
42 W. 48 St., NYC
b/w or color
Rapid Color Inc. CH 5-7711
216 S. Central Ave., Glendale 4, Calif.
complete photographic color laboratory
Rik Shaw Associates, Ltd. PL 7-3988
250 W. 57 St., NYC 19
9 basic sizes, b/w & color
Jack Ward Color Service, Inc. MU 7-1396
202 E. 44 St., NYC 17

211. strip-ups

Color Corporation of America JU 2-4355
43 W. 61st St., NYC 23
the quality color service to the trade
K. & L. Color Service, Inc. MU 7-2595
Kurshan & Lang Color Service, Inc.
10 E. 46 St., NYC 17
photographic color for advertising & industry
Norman Kurshan, Inc. JU 6-0035
8 W. 56 St., NYC 19
custom quality color service
Peterson Color Laboratory, Inc. OR 9-7360
10 E. 39 St., NYC 16
The height of quality in Dye Transfer

212. 35mm negs. & positives

Admaster Prints, Inc. OR 9-1134
425 Park Ave. So., NYC 16
"The Visual Aid Center"
Color Corporation of America JU 2-4355
43 W. 61st St., NYC 23
the quality color service to the trade
K. & L. Color Service, Inc. MU 7-2595
Kurshan & Lang Color Service, Inc.
10 E. 46 St., NYC 17
photographic color for advertising & industry
Rapid Color Inc. CH 5-7711
216 S. Central Ave., Glendale 4, Calif.
complete photographic color laboratory
Rik Shaw Associates, Ltd. PL 7-3988
250 W. 57 St., NYC 19
181 photographic production services

213. transparencies

American Blueprint Co., Inc. PL 1-2240
7 E. 47 St., NYC • 299 Madison Ave., NYC
630 5th Ave., NYC • 60 E. 56 St., NYC
Color Corporation of America JU 2-4355
43 W. 61st St., NYC 23
the quality color service to the trade
K. & L. Color Service, Inc. MU 7-2595
Kurshan & Lang Color Service, Inc.
10 E. 46 St., NYC 17
photographic color for advertising & industry
Norman Kurshan, Inc. JU 6-0035
8 W. 56 St., NYC 19
custom quality color service
National Studios JU 2-1926
42 W. 48 St., NYC
b/w or color
Rapid Color Inc. CH 5-7711
216 S. Central Ave., Glendale 4, Calif.
complete photographic color laboratory
Rik Shaw Associates, Ltd. PL 7-3988
250 W. 57 St., NYC 19
any size from transparency, art or product
Jack Ward Color Service, Inc. MU 7-1396
202 E. 44 St., NYC 17

214. transparency art

Admaster Prints, Inc. OR 9-1134
425 Park Ave. So., NYC 16
"The Visual Aid Center"
Color Corporation of America JU 2-4355
43 W. 61st St., NYC 23
the quality color service to the trade
K. & L. Color Service, Inc. MU 7-2595
Kurshan & Lang Color Service, Inc.
10 E. 46 St., NYC 17
photographic color for advertising & industry

Norman Kurshan, Inc. JU 6-0035
8 W. 56 St., NYC 19
custom quality color service
Rapid Color Inc. CH 5-7711
216 S. Central Ave., Glendale 4, Calif.
complete photographic color laboratory
Rik Shaw Associates, Ltd. PL 7-3988
250 W. 57 St., NYC 19
181 photographic production services
Jack Ward Color Service, Inc. MU 7-1396
202 E. 44 St., NYC 17

215. type "C" prints

Admaster Prints, Inc. OR 9-1134
425 Park Ave. So., NYC 16
"The Visual Aid Center"
Avery Color Corp. HO 5-7129
1525 Cahuenga Blvd., Hollywood 28, Calif.
Ad Type, Quantity, Artwork Copy, Internegs
Color Corporation of America JU 2-4355
43 W. 61st St., NYC 23
the quality color service to the trade
Hi-Fi Photocolor Studio WE 2-4580
5905 Calumet Ave., Hammond, Ind.
custom Ektacolor finishing, Dr. Swakun, Mgr.
Judge Studio AT 1-3834
119½ 9th St., Pittsburgh 22, Pa.
complete color lab.
K. & L. Color Service, Inc. MU 7-2595
Kurshan & Lang Color Service, Inc.
10 E. 46 St., NYC 17
photographic color for advertising & industry
Norman Kurshan, Inc. JU 6-0035
8 W. 56 St., NYC 19
custom quality color service
Ralph Marks Color Labs EL 5-6740
344 E. 49 St., NYC 17
for layout and reproduction
Peterson Color Laboratory, Inc. OR 9-7360
10 E. 39 St., NYC 16
from art, negatives, or color films
Rapid Color Inc. CH 5-7711
216 S. Central Ave., Glendale 4, Calif.
complete photographic color laboratory
Rik Shaw Associates, Ltd. PL 7-3988
250 W. 57 St., NYC 19
any size, repro quality & quantities
Jack Ward Color Service, Inc. MU 7-1396
202 E. 44 St., NYC 19

216. viewgraph slides

Admaster Prints, Inc. OR 9-1134
425 Park Ave. So., NYC 16
"The Visual Aid Center"
American Blueprint Co., Inc. PL 1-2240
7 E. 47 St., NYC • 299 Madison Ave., NYC
630 5th Ave., NYC • 60 E. 56 St., NYC
Color Corporation of America JU 2-4355
43 W. 61st St., NYC 23
the quality color service to the trade
K. & L. Color Service, Inc. MU 7-2595
Kurshan & Lang Color Service, Inc.
10 E. 46 St., NYC 17
photographic color for advertising & industry
Norman Kurshan, Inc. JU 6-0035
8 W. 56 St., NYC 19
custom quality color service
National Studios JU 2-1926
42 W. 48 St., NYC
b/w or color
Rapid Color Inc. CH 5-7711
216 S. Central Ave., Glendale 4, Calif.
complete photographic color laboratory

Rik Shaw Associates, Ltd. PL 7-3988
250 W. 57 St., NYC 19
b/w, full color, all sizes

217. color film strips

Admaster Prints, Inc. OR 9-1134
425 Park Ave. So., NYC 16
"The Visual Aid Center"
Color Corporation of America JU 2-4355
43 W. 61st St., NYC 23
the quality color service to the trade
K. & L. Color Service, Inc. MU 7-2595
Kurshan & Lang Color Service, Inc.
10 E. 46 St., NYC 17
photographic color for advertising & industry
Norman Kurshan, Inc. JU 6-0035
8 W. 56 St., NYC 19
custom quality color service
National Studios JU 2-1926
42 W. 48 St., NYC
Rapid Color Inc. CH 5-7711
216 S. Central Ave., Glendale 4, Calif.
complete photographic color laboratory
Rik Shaw Associates, Ltd. PL 7-3988
250 W. 57 St., NYC 19
complete facilities for color & sound

218. colorstats

Admaster Prints, Inc. OR 9-1134
425 Park Ave. So., NYC 16
"The Visual Aid Center"
American Blueprint Co., Inc. PL 1-2240
7 E. 47 St., NYC • 299 Madison Ave., NYC
630 5th Ave., NYC • 60 E. 56 St., NYC
Bebell & Bebell Color Laboratories WA 4-8573
108 W. 24th St., NYC
Color Corporation of America JU 2-4355
43 W. 61st St., NYC 23
the quality color service to the trade
K. & L. Color Service, Inc. MU 7-2595
Kurshan & Lang Color Service, Inc.
10 E. 46 St., NYC 17
photographic color for advertising & industry
Norman Kurshan, Inc. JU 6-0035
8 W. 56 St., NYC 19
custom quality color service
Ralph Marks Color Labs EL 5-6740
344 E. 49 St., NYC 17
regulator hi-fi
Rapid Color Inc. CH 5-7711
216 S. Central Ave., Glendale 4, Calif.
complete photographic color laboratory
Rik Shaw Associates, Ltd. PL 7-3988
250 W. 57 St., NYC 19
any size, from art or product

219. copy prints

Admaster Prints, Inc. OR 9-1134
425 Park Ave. So., NYC 16
"The Visual Aid Center"
American Blueprint Co., Inc. PL 1-2240
7 E. 47 St., NYC • 299 Madison Ave., NYC
630 5th Ave., NYC • 60 E. 56 St., NYC
Archer Ames Assoc., Inc. MU 8-3240
16 E. 52 St., NYC 22
custom, quality b/w photo service
Cinne-Graphic Service, Inc. PA 1-2340
424 Commercial Sq., Cincinnati 2, Ohio
line, tone, non-stretch, transparencies

K. & L. Color Service, Inc. MU 7-2595
Kurshan & Lang Color Service, Inc.
10 E. 46 St., NYC 17
photographic color for advertising & industry
Norman Kurshan, Inc. JU 6-0035
8 W. 56 St., NYC 19
custom quality color service
Photo-Graphics HO 9-2764
6666 Santa Monica Blvd., Hollywood 38, Calif.
screened velox • photo effects • stats •
photo copy
Rapid Color Inc. CH 5-7711
216 S. Central Ave., Glendale 4, Calif.
complete photographic color laboratory
Rik Shaw Associates, Ltd. PL 7-3988
250 W. 57 St., NYC 19
all sizes, 4" X 5" to 20" X 24" contact
Jack Ward Color Service, Inc. MU 7-1396
202 E. 44 St., NYC 17

220. ozalids

Admaster Prints, Inc. OR 9-1134
425 Park Ave. So., NYC 16
"The Visual Aid Center"
American Blueprint Co., Inc. PL 1-2240
7 E. 47 St., NYC • 299 Madison Ave., NYC
630 5th Ave., NYC • 60 E. 56 St., NYC

221. ozachromes

Admaster Prints, Inc. OR 9-1134
425 Park Ave. So., NYC 16
"The Visual Aid Center"
American Blueprint Co., Inc. PL 1-2240
7 E. 47 St., NYC • 299 Madison Ave., NYC
630 5th Ave., NYC • 60 E. 56 St., NYC

222. photostats

American Blueprint Co., Inc. PL 1-2240
7 E. 47 St., NYC • 299 Madison Ave., NYC
630 5th Ave., NYC • 60 E. 56 St., NYC
Photo-Graphics HO 9-2764
6666 Santa Monica Blvd., Hollywood 38, Calif.
screened velox • photo effects • stats •
photo copy
F. A. Russo, Inc. YU 6-1840
60 E. 42 St., NYC
225 Park Ave., NYC MU 9-4970
Radio City, NYC JU 2-7990
485 Madison Ave., NYC PL 3-2660

223. photostats on acetate, in opaque black or white

Admaster Prints, Inc. OR 9-1134
425 Park Ave. So., NYC 16
"The Visual Aid Center"
American Blueprint Co., Inc. PL 1-2240
7 E. 47 St., NYC • 299 Madison Ave., NYC
630 5th Ave., NYC • 60 E. 56 St., NYC

224. visualcast slides

Admaster Prints, Inc. OR 9-1134
425 Park Ave. So., NYC 16
"The Visual Aid Center"
American Blueprint Co., Inc. PL 1-2240
7 E. 47 St., NYC • 299 Madison Ave., NYC
630 5th Ave., NYC • 60 E. 56 St., NYC
K. & L. Color Service, Inc. MU 7-2595
Kurshan & Lang Color Service, Inc.
10 E. 46 St., NYC 17
photographic color for advertising & industry

Rapid Color Inc. CH 5-7711
216 S. Central Ave., Glendale 4, Calif.
complete photographic color laboratory
Rik Shaw Associates, Ltd. PL 7-3988
250 W. 57 St., NYC 19
b/w, full color, all sizes

GRAPHIC ARTS

225. acetate proofing

Photo-Lettering, Inc. MU 2-2346
216 E. 45 St., NYC 17
SpectroKrome-Any line art for comps or
finishes rendered in colors on clear acetate
or matte white stock.
Tudor Typographers, Inc. MU 5-1042
305 E. 45 St., NYC 17
in all colors for telops, slides, maps

226. advertising presentations

the copy shop copywriting studio MU 3-1455
270 Madison Ave., NYC 16
26 expert copywriters - per-job fees-all media
Customlab AL 4-0078
34 E. 23 St., NYC 10
Maximilian and Rita Kerr LE 2-4880
240 E. 35 St., NYC 16
Serving leading agencies and advertisers
Rapid Art Service MU 3-8215
304 E. 45 St., NYC
Weiman & Lester Photoservices OR 9-1180
106 E. 41 St., NYC
b/w & color for professionals, adv. & ind.

227. ad pre-prints

Monsen Typographers, Inc. SU 7-1223
22 E. Illinois St., Chicago 11, Ill.
Monsen ad pre-prints
Selley & Collins
305 E. 45 St., NYC 17

228. binding

J. E. Plastics Mfg. Corp.
400 Nepperhan Ave., Yonkers, N.Y.
Rapid Art Service MU 3-8215
304 E. 45 St., NYC
Salas Portfolios, Inc. CI 7-0666
311 W. 43 St., NYC 36

229. display manufacturers

Rapid Art Service MU 3-8215
304 E. 45 St., NYC

230. envelope manufacturers

H. P. Andrews Paper Company WO 6-2100
7-11 Laight St., NYC 13

231. gravure plates

Intaglio Service Corporation PL 1-1130
305 E. 46 St., NYC 17
gravure engravers, publication & packaging

232. industrial comic books

Johnstone & Cushing PL 3-5770
137 E. 57 St., NYC 22
specialists in comic art, cartoons, comic book:

233. lithography

Crafton Graphic Co., Inc. LO 5-3143
229 W. 28 St., NYC 1
the art director's finest lithographer
Flash Offset Printing Co. AX 2-2500
1586 W. Vernon Ave., Los Angeles 62, Calif.
art srv., brochures, catalogs, lettrhds, etc.
Laymon Studios SW 2-1962
P.O. Box 520, Danville, Va.
Trade Service-Negatives plates form
D.L. Terwilliger Company, Inc. MU 5-8283
207-215 E. 22 St., NYC 10
Tri-Arts Press, Inc. MU 6-4242
331 E. 38 St., NYC
Plus typography and letterpress

234. paper merchants, mills

Allied Paper Corporation
Kalamazoo, Michigan
H. P. Andrews Paper Company WO 6-2100
7-11 Laight St., NYC 13
The Appleton Coated Paper Company
Appleton, Wisconsin
Eastern Fine Paper and Pulp Div.
Standard Packaging Corp., Bangor, Maine
Nelson-Whitehead Paper Corp. WO 6-2300
7 Laight St., NYC 13

235. photoengravings

The Beck Engraving Company
7th & Sanson Streets, Phila. 6, Pa.
Color Corporation of America JU 2-4355
43 W. 61st St., NYC 23
the quality color service to the trade
Intaglio Service Corporation PL 1-1130
305 E. 46 St., NYC 17
gravure engravers, publication & packaging
McCall Photoengraving MU 6-4600
230 Park Avenue, NYC 17
Morris Engraving Co. GR 5-7550
30 E. 20 St., NYC 3
photo-engraving-linecuts, halftones, clr. work
complete art serv.-brochures, ads, packaging
Peerless Engravers FR 5-8628
203½ W. Fourth, Little Rock, Ark.
high-fi clr. engravings, coast to coast

235a. photogelatin printing

Frederick Photogelatin Press, Inc. LO 3-3340
438 W. 37 St., NYC
N.Y. Gravure Corp. MU 4-7730
305 E. 45 St., NYC

236. printers, letterpress

Tri-Arts Press, Inc. MU 6-4242
331 E. 38 St., NYC
With typography and offset

237. rotogravure

Intaglio Service Corporation PL 1-1130
305 E. 46 St., NYC 17
gravure engravers publication & packaging

238. silk screen printers

Alberto Sign & Display Co. CL 5-9705
3120 Paul Pau., Montreal 5, Canada
silk screen printers

Gaither-Ferree Corporation TE 2-1628
Box 1588, Raleigh, N.C.
silk screen printers./decals/POP materials
Masta Displays CH 2-3717
230 W. 17 St., NYC 11
silk screen printing, posters, displays

239. type direction

Henry Kopel SO 3-3992
508 Richmond Ave., Maplewood, N.J.
design-complete creative production service

240. type foundry

American Type Founders, Inc.
200 Elmora Avenue, Elizabeth, N.J.
American Wood Type Mfg. Co.
42-25 Ninth Street, L.I.C. 1, N.Y.
Amsterdam Continental Types & Graphic Equipment, Inc. SP 7-4980
268-276 4th Ave., NYC 10
printing types from Europe's leading foundries
Baltimore Type
15 S. Frederick St., Baltimore 2, Md.
Bauer Alphabets, Inc. OX 7-1797
235 E. 45 St., NYC 17
Intertype Corp.
360 Furman Street, Brooklyn, N.Y.
Langston Monotype Machine Co.
24th & Locust Streets, Phila., Pa.
Los Angeles Type Foundry
225 E. Pico Blvd., Los Angeles, Calif.
Ludlow Typograph Company
2032 Clybourn Avenue, Chicago, Ill.
Mergenthaler Linotype Corp.
29 Ryerson Street, Brooklyn, N.Y.

241. typographers, A.T.A., N.Y.

Ad Service Company MU 2-3669
228 E. 45 St., NYC
Advertising Agencies' Service Co., Inc.
216 E. 45 St., NYC MU 7-0590
Artatype, Inc. JU 2-3675
115 W. 45 St., NYC
Associated Typographers, Inc. MU 2-1043
227 E. 45 St., NYC
Atlas Typographic Service, Inc. MU 7-0314
227 E. 45 St., NYC
Central Zone Press, Inc. MU 4-2727
305 E. 45 St., NYC
The Composing Room, Inc. JU 2-0100
130 W. 46 St., NYC
Composition Service, Inc. PE 6-1864
229 W. 28 St., NYC
Diamant Typographic Service, Inc.
140 W. 17 St., NYC WA 9-0717
Graphic Arts Typographers, Inc. MU 8-1220
304 E. 54 St., NYC
Huxley House, Ltd. MU 7-1050
216 E. 45 St., NYC
King Typographic Service Corp. LO 3-4423
330 W. 42 St., NYC
Linacraft Typographers, Inc. PL 7-8295
333 W. 52 St., NYC
Master Type Company, Inc. WI 7-6272
461 8th Ave., NYC
Chris Olsen Typography Corp. MU 4-3570
305 E. 45 St., NYC
Frederic Nelson Phillips, Inc. MU 4-3940
305 E. 45 St., NYC
Philmac Typographers, Inc. LO 3-3170
318 W. 39 St., NYC
Royal Typographers, Inc. JU 2-3250
311 W. 43 St., NYC

Frederick W. Schmidt, Inc. MU 7-3550
228 E. 45 St., NYC
Larry Silverstein, Inc. PL 5-5034
105 E. 47 St., NYC
Supreme Ad Service, Inc. MU 7-0650
28 E. 45 St., NYC
Tri-Arts Press, Inc. MU 6-4242
31 E. 38 St., NYC
Typographic Craftsmen, Inc. MU 7-8383
16 E. 45 St., NYC
The Typographic Service Co. MU 6-6670
05 E. 45 St., NYC
Art H. Volk, Inc. MU 2-1840
28 E. 45 St., NYC

42. typographers, hand

A-1 Typographers, Inc. PE 6-6725
100 W. 41 St., NYC 36
Abend Typograph Co., Inc. WA 5-5600
55 Broadway, NYC 12
Bore Typographers GR 5-7850
17 E. 21st Street, NYC
Havis & Werde, Inc. CO 1-1904
104 Second Ave., Pittsburgh, Pa.
Display, Mono, Lino, photoprfs, Transhodo
Franklin Typographers, Inc. PE 6-4708
225 W. 39 St., NYC
Haber Typographers LO 5-1080
115 W. 29 St., NYC 1
Herman Typographers
360 N. Michigan Ave., Chicago 1, Ill.
Linacraft Typographers, Inc. PL 6-8295
333 W. 52 St., NYC
Metro Typographers, Inc. WA 9-6290
27 W. 24 St., NYC 10
No-Type Service WA 5-5385
480 Canal Street, NYC 13
Emil Popp WA 5-8844
480 Canal St., NYC
Progressive Composition Co.
9th & Sansom Sts., Phila. 7, Pa.
Service Typographers, Inc. HA 7-8560
723 S. Wells St., Chicago 7, Ill.
Skilset Typographers PL 7-2421
250 W. 54th St., NYC 19
night & day service
Tri-Arts Press, Inc. MU 6-4242
331 E. 38 St., NYC
Tudor Typographers MU 5-1042
305 E. 45 St., NYC 17
the latest type faces set 24 hrs. a day
Willens-Photype WO 5-5555
1548 Porter, Detroit 16, Mich.
headliners, reproportioning
York Typesetting Co. WA 5-3364
480 Canal St., NYC 13
complete composing room service

243. typographers, machine

A-1 Typographers, Inc. PE 6-6725
200 W. 41 St., NYC 36
Abend Typograph Co., Inc. WA 5-5600
555 Broadway, NYC 12
Bore Typographers GR 5-7850
37 E. 21st Street, NYC
Franklin Typographers, Inc. PE 6-4708
225 W. 39 St., NYC
Haber Typographers LO 5-1080
115 W. 29 St., NYC 1
Herman Typographers
360 N. Michigan Ave., Chicago 1, Ill.
Metro Typographers, Inc. WA 9-6290
27 W. 24 St., NYC 10

NU-Type Service WA 5-5385
480 Canal Street, NYC 13
Emil Popp WA 5-8844
480 Canal St., NYC
Progressive Composition Co.
9th & Sansom Sts., Phila. 7, Pa.
Service Typographers, Inc. HA 7-8560
723 S. Wells St., Chicago 7, Ill.
Skilset Typographers PL 7-2421
250 W. 54th St., NYC 19
night & day service
Tudor Typographers MU 5-1042
305 E. 45 St., NYC 17
the latest type faces set 24 hrs. a day
York Typesetting Co. WA 5-3364
480 Canal St., NYC 13

244. typography, old fashioned

A-1 Typographers, Inc. PE 6-6725
200 W. 41 St., NYC 36
Haber Typographers LO 5-1080
115 W. 29 St., NYC 1
T.J. Lyons Press
4 Brighton Ave., Boston, Mass.
Willard D. Morgan
120 Hi Point Rd., Scarsdale, N.Y.
Photo-Lettering, Inc. MU 2-2346
216 E. 45 St., NYC 17
extensive selection of ornamental alphabets
Rapid Typographers Inc. MU 8-2445
305 E. 46 St., NYC 17
combining old with new to create the unusual

245. typography, photo

Admaster Prints, Inc. OR 9-1134
425 Park Ave. So., NYC 16
"The Visual Aid Center"
Artype, Inc.
127 S. Northwest Hwy., Barrington, Ill.
Bee Photo Service
185 Madison Avenue, NYC
Davidson Corporation
29 Ryerson Street, Brooklyn, N.Y.
Ted Fenberg Associates
342 Plymouth Court, Chicago, Ill.
Flexo Lettering of Chicago
207 S. Wabash, Chicago 4, Ill.
Foto Flex Co.
214 E. 41st Street, NYC
Haber Typographers LO 5-1080
115 W. 29 St., NYC 1
The Headliners, Inc.
164 E. Superior Street, Chicago 11, Ill.
Multi-Ad Services, Inc.
100 Walnut Street, Peoria, Ill.
Photype, Inc.
1550 Porter St., Detroit 16, Mich.
Mark Snyder Studios
37 W. 39th Street, NYC 18
Stik-A-Letter Company
Route 2, Box 286, Escandido, Calif.
Type & Art
W J W Bldg., Cleveland 15, Ohio

246. Varityping

Flash Offset Printing Co. AX 2-2500
1586 W. Vernon Ave., Los Angeles 62, Calif.
art srv., brochures, catalogs, lettrds, etc.
Layman Studios SW 2-1962
P.O. Box 520, Danville, Va.
DSJ—one word or a book
Varitype and Art, Inc.
111 West 57th Street, NYC 19
Mechanicals, ruled forms, 101 type styles

Varityper Corp.
720 Frelinghuysen Ave., Newark 12, N.J.

OFFICE SERVICES

247. employment agencies

AD Employment Agency, Inc. BR 9-8900
115 W. 42 St., NYC 36
art, photo. & advertising personnel
Art Jobs Agency EX 2-2186
622 Washington, S. F. 11, Calif.
an employment agency for artists
The Art Unit
Professional Placement Center MU 8-0540
New York State Employment Service
444 Madison Ave., NYC
art placement at no fee to anyone
Cavalier Agency for Artists JU 2-4040
15 W. 45th St., NYC 36
coll Sam Sherman—hundreds of artists placed
Central Registry Agency MU 7-8550
36 W. 44th St., NYC 36
Bob Rich—Art & advertising exclusively
the copy shop copwriting studio MU 3-1455
270 Madison Ave., NYC 16
freelance copy & art-per-job fees—all media
Jobs Unlimited PL 3-4123
16 E. 50 St., NYC
Allen Kane Agency YU 6-9585
6 E. 46 St., NYC 17
art & advertising placements exclusively
Henry Price (Artists) Agency CI 5-8228
48 W. 48 St., NYC 36
specialists in the placement of
graphic arts personnel exclusively
Remer-Ribolow Agy. CI 6-4033
13 W. 46 St., NYC 36
secretarial, prod., copy, art

248. messenger service

American Messenger Service PL 8-0838
445 Park Ave., NYC 22
Bell Messenger Service WI 7-2700
152 W. 42 St., NYC 36
Lexington Messenger Service MU 7-6350
128 E. 44 St., NYC 17
Mercury Messenger Service LE 2-6000
461 Park Ave. So., NYC 16
Messenger Service Company LE 2-9446
2 Park Ave., NYC 16

ART SCHOOLS

249. schools

Art Center School
5353 W. 3rd St., Los Angeles 5, Calif.
Chicago Art Institute
Michigan Ave. at Adams St., Chicago 3, Ill.
Chouinard Art Institute
748 S. Grand View St., Los Angeles 5, Calif.
Cooper School of Art
6300 Euclid Avenue, Cleveland 3, Ohio
advertising art, illustration
Cooper Union Art School
Cooper Square, NYC 3
Cranbrook Academy of Art
Bloomfield Hills, Michigan
Famous Artists Schools
Westport, Connecticut

John Herron Art School
110 E. 16th St., Indianapolis 2, Ind.
Moore Institute of Art
20th & Race Sts., Philadelphia 3, Pa.
Layton School of Art BR 6-4625
1362 No. Prospect Ave., Milwaukee 2, Wis.
College level Prof. Art School—BFA DEGREE
Philadelphia Museum College of Art
324 So. Broad St., Phila. 3, Pa.
Accredited. 4-yr. BFA or BS Degree
Pratt Institute Art School
215 Ryerson Street, Brooklyn 5, NY
Rhode Island School of Design
Providence 3, Rhode Island
School of Visual Arts MU 3-8397
209 E. 23rd St., NYC 10
layout & design, TV art, paste-up

REPRESENTATIVES LISTINGS

250. artists' representatives

American Artists MU 2-2462
67 W. 44 St., NYC 36
Dorothy Dornig MU 4-5892
52 Vanderbilt Avenue, NYC
I. Elfenbein OX 7-2270
60 E. 42nd Street, NYC
Fairchild, Groenewald & Fitzgerald
912 Book Tower, Detroit 26, Mich.
Bill Fernin & Assoc., Inc. DE 7-5610
410 N. Michigan Avenue, Chicago, Ill.
Bob Fischer PL 5-2131
15 E. 48th Street, NYC
Mary Lou Fleck OX 7-4980
39 E. 38th Street, NYC
Jo Freeman
130 W. 46 St., NYC 36
See Publicity Graphic Associates
Studio Listing in this issue.
Graham Associates JU 2-2645
45 W. 45 St., NYC
Robert Gordon PL 1-1580
136 E. 55th Street, NYC
Hall Associates MU 8-1016
53 E. 54th Street, NYC
Tom Holloway LE 2-1419
222 East 44th Street, NYC
Illustrators Group WE 3-9228
5212 Wilshire Blvd., L.A., Calif.
Marguerite Jessel OR 3-3522
242 E. 19 St., NYC 3
Marbury Brown-men's fashions & illus.
Alice Christie-women's, chldm's fshn illus.
Fred Greenhill-women's, chldm's fshn illus.
Florence Maier-women's, chldm's fshn illus.
Meg Neal - women's, chldm's fshn illus.
Bob Parker - women's, chldm's fshn illus.
Jerry Schofield - women's, chldm's fshn illus.
Harvey Kahn JU 2-6890
50 West 53rd Street, NYC
Jack Kapos & Associates FR 2-8486
360 N. Michigan, Chicago, Ill.
Maximilian and Rita Kerr LE 2-4880
240 E. 35 St., NYC 16
Illustration, Fashion, Decorative, Paper
Frank Koste PL 1-1706
65 East 55th Street, NYC
Max Landphère & Associates DO 2-6587
215 Karney Street, San Francisco, Calif.

Stephan Lien, Inc. LA 4-3858
11 W. 42 St., NYC 36
Estelle Mandel & Co. RE 7-5062
46 E. 80 St., NYC 21
James Hill, illustration & design
and others - send for illus. brochure
Celia Mendelsohn MU 2-2462
67 West 44th Street, NYC
Wally Moos PL 8-2110
527 Lexington Avenue, NYC
Nealey Associates, Inc. CI 6-3660
45 W. 45 St., NYC
Lore Noto PL 2-0483
527 Lexington Avenue, NYC
Patterson & Hall DO 2-1117
425 Bush Street, San Francisco, Calif.
Erik Simonsen EL 5-4295
140 E. 56 St., NYC 22
Bruce Stevenson OR 5-6308
41 Union Square, NYC
Gilbert Sutton MU 3-7525
370 Lexington Avenue, NYC
Shirley Tatterfield LO 3-6340
2047 Cherry Street, Phila., Pa.
Ted Vaingre CI 6-6190
150 W. 55th Street, NYC
William Wills WA 2-6840
116 So. 7th St., Phila., Pa.
Robert Arufa, Layout
Charles Baltrukonis, lettering, line spots
Fred Carbone, photography
Robert Cargill, cartoons
Joseph Connolly, stylized illustration
Thomas Gaskill, decorative illustration
Godfrey Greenhaw, retouching
Ralph Greenhaw, mechanicals
Richard Hook, illustration
Edward Lehman, interior illustration
Thomas King, illustration
Charles McVicker, illustration
William Rickert, illustration
Raymond Yeldham, illustration
Contacts: Elizabeth Albrecht, Joseph
DiLeonardo, Robt. Osment, William Wills
Jim York MU 8-7332
360 E. 55th Street, NYC

251. copywriters' representatives

the copy shop copywriting studio MU 3-1455
270 Madison Ave., NYC 16
26 expert copywriters - per-job fees-all media

252. photographer's representatives

American Artists MU 2-2462
67 W. 44 St., NYC 36
Dean Avery PL 9-3060
227 E. 56 St., NYC 21
George Lazarnick - food, still life, illus.
Yale Forman WA 9-3978
56 Seventh Avenue, NYC
Gamma Agency, Inc. TR 3-0194
203 W. 81st Street, NYC
Robert Gordon PL 1-1580
136 E. 55 St., NYC
Graham Associates JU 2-2645
45 W. 45 St., NYC
Tom Holloway LE 2-1490
40 E. 40 St., NYC

Harvey Kahn JU 2-6890
50 W. 53 St., NYC
Maximilian and Rita Kerr LE 2-4880
240 E. 35 St., NYC 16
Fashion-General-Experimental
Frank Koste PL 1-1706
65 East 55th Street, NYC
Saul R. Lewin JU 2-3382
33 W. 46 St., NYC 36
Harry McCann WO 2-5684
31 Williamson Ave., Bloomfield, NJ PI 3-3667
Richard Pace, color illustrations
Celia Mendelsohn MU 2-2462
67 West 44th Street, NYC
Nealey Associates, Inc. CI 6-3660
45 W. 45 St., NYC
Photographic Illustrations, Inc. YU 6-4336
480 Lexington Ave., NYC
Erik Simonsen EL 5-4295
140 E. 56 St., NYC 22
Ted Vaingre CI 6-6190
150 W. 55th Street, NYC
Tom White Associates PL 8-1585
145 E. 52 St., NYC
Jim York MU 8-7332
360 E. 55th Street, NYC

253. model agencies

Emily Brooks Model Agency, Inc. PL 8-0842
515 Madison Ave., NYC
Eva Burnay, Inc. PL 1-5750
527 Madison Ave., NYC
Foster-Ferguson Agency YU 6-4330
141 E. 44th St., NYC
Fay Model Agency CI 7-0380
35 W. 53rd St., NYC
Dale Garrick CI 6-8985
117 W. 48th St., NYC
Frances Gill EL 5-7227
1 E. 53rd St., NYC
Harkrider Agency LE 2-6640
341 E. 43rd St., NYC
Hartford Agency PL 3-6500
18 E. 48th St., NYC
Kenneth Model Agency OR 9-6930
18 E. 41st St., NYC
Dorothy Lehman PL 7-1990
250 W. 57th St., NYC
McClelland-Libby Agency CI 5-3555
8 W. 56th St., NYC
Marge MacDermott, Enterprises MU 7-4363
60 E. 42nd St., NYC
Models Guild of America PL 7-5221
1674 Broadway, NYC
Al Palladino OX 7-5895
507 5th Ave., NYC
Plaza Five, Inc. PL 5-5893
65 E. 55th St., NYC
John Robert Powers PL 5-1070
681 Fifth Ave., NYC
Rica-McHugh PL 2-0222
59 E. 54th St., NYC
Russell-Stewart PL 3-4610
405 Park Ave., NYC
William Schuller Agency JU 2-3434
200 W. 57th St., NYC
Taft Agency PL 3-0161
139 E. 52nd St., NYC
Paul Wagner Agency PL 7-4675
1674 Broadway, NYC

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6890
4880
1706
3382
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0380
8985
7227
6640
6500
6930
1990
3555
4363
5221
5895
5893
1070
0222
4610
3434
0161
4675

255. art studios

Admaster Prints, Inc. OR 9-1134
25 Park Ave. So., NYC 16
Advertising Designers, Inc. RI 8-1312
240 So. Main St., L.A. 15, Calif.

Advertising Production, Inc. Phone 27605
3464 University Sta., Charlottesville, Va.
Art Department, Inc. YU 6-6050
42 Madison Avenue, NYC
KKB Productions, Inc. CO 7-2667
9 Newbury St., Boston 16, Mass.
Bob Clark and Friends CA 7-7227
1008 S.W. 6th Ave., Portland 4, Ore.
Bundy-Freiday Studios, Inc.
24 W. Ohio Street, Chicago 10, Illinois
Alexander E. Chalte Studios, Inc. PL 7-3131
15 W. 56th Street, NYC 19
Chenault Associates, Inc. PL 1-0095
211 East 49th St., NYC 17
Comart Associates, Inc. PL 3-4130
8 East 52nd Street, NYC 22
Commercial Illustrators, Inc. WH 4-0033
661 N. La Salle St., Chicago 10, Ill.
Commercial Illustrators, Inc. RI 8-0444
2600 Fairmount St., Dallas 1, Texas
Charles E. Cooper, Inc. PL 3-6880
136 E. 57 St., NYC 22
Creative Design Studio GA 4-2309
1321 Edgewater Dr., Orlando, Fla.
Elgin Davis Studios, Inc.
966 S. Vermont Ave., Los Angeles 6, Calif.
Designers 3 JU 2-5083
115 W. 45 St., NYC 36
Diamond Art Studio MU 3-1418
10 E. 40 St., NYC 16
Di Franza Williamson Associates CI 7-2650
48 W. 48 St., NYC 36
Gray Dodson Associates, Inc. HO 7-2692
19 E. 21 St., Baltimore 18, Md.
Eastern Art, Inc. GE 8-9178-9
5-7 Sylvan St., Rutherford, N.J.
Fedorman, Adams & Colopy MA 3-0700
1375 Euclid Ave., Cleveland 15, Ohio
Fenga & Donderi PL 1-4760
40 E. 49th St., NYC 17
M. Gelglasser, Advertising Art MU 5-8907
15 E. 40 St., NYC 16
General Art Associates MU 2-6367
545 Fifth Ave., NYC 17
M.D. Glanzman Studios MU 9-0887
10 E. 40 St., NYC 16
Norman Grober Art Associates PL 3-3251
37 W. 57 St., NYC
Graphic Directions, Inc. YU 6-0750
480 Lexington Ave., NYC 17
Lawrence Gussin Company, Inc. WI 7-6748
220 W. 42 St., NYC 36
Stephen P. Haas Studio JU 6-7528
117 W. 48 St., NYC 36

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16

creative
service
annual reports
brochures, folders
cartoons
design
direct mail
illustration
layout
lettering
mechanicals
packaging
posters
presentations
retouching
TV art

other services

charts & graphs

house organs, lithds., trdmks.,
typog.-design, makeup &
complete supervision.
airbrush rendering, pre-separated,
color art
photography

animation

point-of-sale, animation

photography

photography

consulting a/d; ideas; creative
thinking; creative design

catalogs

airbrush renderings, point of
sale design, portrait renderings
copywriting, trade show displays,
train. aid programs.

complete planning-copy-produc-
tion services

catalogs, record covers, photo-
graphy, book jackets, Flexichrome

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16

		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	
		creative	service	annual reports	brochures, folders	cartoons	design	direct mail	illustration	layout	lettering	mechanicals	packaging	posters	presentations	retouching	TV art	other services
Charles Heston, Associates, Inc.	MU 3-1544	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
6 East 39th St., NYC																		
H H Art Studios, Inc.	BA 4-0338	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
134 Zeigler St., Dayton 2, Ohio																		
Hoskinson Rohloff and Assoc.	HA 7-4788	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
220 S. State St., Chicago 4, Ill.																		
Robert Hovanec Adv. Art Serv.	LO 4-2493	*	*				*	*	*	*	*	*	*	*	*	*	*	survey booklets, ads, inserts
110 W. 42 St., NYC 36																		
Larry Kerbs Studio	JU 6-4418	*	*	*			*	*	*	*	*	*	*	*	*	*	*	sales promotion; creative & follow thru; house organs
311 W. 43 St., NYC 36																		
Kleb Studio	CI 6-2847	*	*	*			*	*	*	*	*	*	*	*	*	*	*	
3 W. 46 St., NYC																		
Merlin Krupp Studios, Inc.	FE 9-5517	*	*	*			*	*	*	*	*	*	*	*	*	*	*	
610 Northwestern Fed. Bldg., Mpls. 3, Minn.																		
La Driero, Inc.	WO 5-0360	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	photo
1700 Cadillac Tower, Detroit 26, Mich.																		
Le Beau Studios, Inc.	WO 1-5774	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
3801 Cadillac Tower, Detroit, Mich.																		
Magee Studio	FI 6-0944	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
360 N. Michigan Ave., Chicago 1, Ill.																		
Maximilian and Rita Kerr	LE 2-4880	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	charts, 3 dim. slides, photography, sales promotion, P.O.P.
240 East 35th St., NYC 16																		
Mayshark & Keyes, Inc.	MU 5-4350	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
28 E. 29 St., NYC																		
McNamara Brothers, Inc.	WO 1-9190	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
Penobscot Bldg., Detroit 26, Mich.																		
Melzinger Illustrations, Inc.	TR 2-6060	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
5-140 General Motors Bldg., Detroit, Mich.																		
Stuart Miller Studio	CH 4-0389	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
130 W. 42 St., NYC 36																		
Monogram Art Studio, Inc.	PL 3-8974	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
515 Madison Ave., NYC																		
Muller Associates	EL 5-3518	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
405 E. 54 St., NYC 22																		
Charles W. North Studios, Inc.	MU 6-5740	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
79 Madison Ave., NYC 16																		
Nugent-Williams Studios, Inc.	VA 6-1050	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
120 No. Pulaski Rd., Chicago 24, Ill.																		
O'Grady Payne, Inc.	RA 6-9833	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
333 N. Michigan Ave., Chicago 1, Ill.																		
Monty Orr	FA 6-8553	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	copy
45-720 Cholame Way, Palm Desert 576, Calif.																		
Osborn Charles Associates, Inc.	PL 3-7873	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
40 E. 49 St., NYC 17																		
Owan-Mastropaul	GL 4-4481	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	copy & merchandising programs
1830 Lemoyne Ave., Syracuse 8, N.Y.																		
C.A. Parshall, Inc.	PL 9-2860	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
136 East 57th St., NYC																		
Publicity Graphics Associates	PL 7-2460	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	technical data books, prod. fine printing in every process. creative design through prod.
130 West 46th St., NYC 36																		
Rapacia-Sipp, Inc.	CH 4-3215	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
566-7th Ave., NYC 18																		
Ricardee	NI 8-3218	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	advertising cartoons
229 Dover St., Brooklyn 35, N.Y.																		
Mei Richman, Inc.	TR 8-5500	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
15 N. Presidential Blvd., Bala-Cynwyd, Pa.																		
575 Lexington Ave., NYC 22	PL 2-2460	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
Ross Advertising Art	MU 4-4240	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	emphasis on combining creativity & sales appeal in all phases of advertising art & photography
1261 Broadway, NYC 1																		
Andrew Ross Studio	PL 3-5870	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
210 E. 47 St., NYC																		
Lester Rossin Creative Group Inc.	MU 3-9729	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
369 Lexington Ave., NYC 17																		

Shawl Nyeland & Seavey SU 1-3777
221 Pine St., San Francisco 4, Calif.
Stephens Blonfi De Cicco, Inc. WH 4-3340
230 East Ohio St., Chicago 11, Ill.
45 W. 45 St., NYC JU 2-1877
Stoessel Studios CI 6-3968
21 W. 45 St., NYC 33
Sudler, Hennessey & Lubalin PL 1-1250
130 East 59th St., NYC
Martin J. Weber Studio LE 2-2695
171 Madison Ave., NYC
Wheatley Studio OR 9-7350
150 East 35th St., NYC 16
Whitaker-Guernsey Studio WH 4-6809
144 East Ontario St., Chicago 11, Ill.
Visual Ad WE 6-5278
1060 S. Crenshaw, Los Angeles 19, Calif.
Vogue Wright Studios MO 4-5600
469 East Ohio St., Chicago 11, Ill.
Zorilgen Studios KE 6-6164
10 Newbury St., Boston 16, Mass.

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creative
service
annual reports
brochures, folders
cartoons
design
direct mail
illustration
layout
lettering
mechanicals
packaging
posters
presentations
retouching
TV art

other services

fine booklets, display &
point-of-sale

original planning, booklets
point of purchase materials

1 2 3 4 5 6 7 8 9 10 11 12 13

children
fashion
food
illustration
industrial
interiors
location
motion pictures
product
reportage
slide films
still life
TV

other services

slides

color, magazine photography, tv
flip cards, publicity, portraits, telops
photo journalism

special effects

specialists in color still life,
illus.

1 2 3 4 5 6 7 8 9 10 11 12 13

256. photo studios

Admaster Prints, Inc. OR 9-1134
425 Park Ave. So., NYC 16
Arizona Photographic Assoc., Inc. AL 8-6551
1330 N. 21 Ave., Phoenix, Ariz.
Sid Avery & Associates HO 5-7193
1529 N. Cahuenga Blvd., Hollywood 28, Calif.
Beach & Sandbank Studio HO 3-9166
803 Orwood Pl., E. Syracuse, N.Y.
Bloomfield Photographic, Inc.
70 E. Long Lake Rd., Bloomfield Hills, Mich.
Commercial Illustrators, Inc. WH 4-0033
661 N. La Salle St., Chicago 10, Ill.
Commercial Illustrators, Inc. RI 8-0444
2600 Fairmount St., Dallas 1, Texas
Creative Photographers, Inc. KE 6-7585
108 Massachusetts Ave., Boston 15, Mass.
Robert E. Dick Studio CO 1-0353
711 Penn Ave., Pittsburgh 22, Pa.
Edston CI 5-6781
75 W. 45 St., NYC
Toni Ficalora MU 5-6068
28 East 29th St., NYC
M.D. Glanzman Studios MU 9-0887
10 East 40th St., NYC 16
Whitaker Guernsey Studio, Inc. WH 4-6809
250 East Illinois St., Chicago 11, Ill.
Hazick Reporting Service TR 6-5877
P.O. Box 7331, Atlanta 9, Ga.
Irving Kaufman Studios MU 7-8343
12 W. 44th St., NYC 36

		1	2	3	4	5	6	7	8	9	10	11	12	13	
		children	fashion	food	illustration	industrial	interiors	location	motion pictures	product	reportage	slide films	still life	TV	other services
Wm. Longley, Inc.	RI 7-2557			*	*	*	*								
1400 Slocum St., Dallas 7, Texas															
Frederic Lewis	MU 2-7134	*		*	*	*	*			*		*	*	*	
36 West 44th St., NYC 36															
Nugent-Williams Studios, Inc.	VA 6-1050	*	*	*	*	*	*			*			*	*	
120 No. Pulaski Rd., Chicago 24, Ill.															
Glenn Otto Photography	WE 3-5679		*		*			*		*					California locations
7325 Melrose Ave., Los Angeles 46, Calif.															
Wingate Paine	MU 4-6477	*	*	*		*		*		*			*		
6 East 39th St., NYC															
Lester Rossin Creative Group Inc.	MU 3-9729	*	*	*	*	*	*	*		*	*	*	*	*	
369 Lexington Ave., NYC 17															
Robert Rubic	BR 9-6108					*	*	*		*	*				
254 W. 31 St., NYC 1															
Russo Photographic Service	YU 6-9180	*	*	*	*	*	*	*	*	*	*	*	*	*	
480 Lexington Ave., NYC 17															
Rik Shaw Associates, Ltd.	PL 7-3988		*	*	*	*	*	*		*		*		*	181 photographic prod. services
250 West 57th Street, NYC 19															
Siegfried/Darney	AX 4-1811	*	*		*	*	*	*		*		*		*	original "photo directions" by Siegfried R. Gutterman
4341 Don Tomaso Dr., L.A. 8, Calif.															
Silver Studios	PL 7-7338	*	*	*	*	*	*	*	*	*	*	*	*	*	
231 West 54th Street, NYC 19															
Skelton Photography	OR 3-8930		*	*	*	*	*	*					*		
1550 California St., S.F. 9, Calif.															
Stereo Studio, Lisa Obert	TR 3-1046	*	*	*	*	*	*	*		*	*	*	*	*	creative, color, human interest, stereo
41 West 83rd St., NYC 24															
Lewis P. Watson, Comm. Photography					*	*	*			*		*			
1916½ Hillsboro St., Raleigh, N.C. TE 2-9887						*	*								
Martin J. Weber Studio	LE 2-2695					*	*			*		*	*	*	
171 Madison Avenue, NYC															
Weco Studio, Inc.	MU 5-1864			*	*					*		*		*	Flexichrome specialists
14 East 39th St., NYC 16															
Palmer Warner-Photography	UN 3-8226				*	*				*					color, commercial, architectural
15734 Wyoming, Detroit 38, Mich.															
Fred Winchell-Photography	JA 3-3172	*	*		*	*	*	*		*					editorial & environmental portraits
1955 Richmond, Houston 6, Texas			*	*	*	*	*	*	*	*	*	*	*	*	
Paul Wing Studios															
417 East 61st St., NYC 22															
Vogue Wright Studios	MO 4-5600	*	*	*	*	*	*	*		*		*		*	
469 East Ohio St., Chicago 11, Ill.															
Robert A. Young	FU 1-6269		*		*			*		*		*		*	top notch, up to date photos for advertising
116 Cleveland Ave., Colonia, N.J.															

257. copy studios

the copy shop copywriting studio MU 3-1455
270 Madison Ave., NYC 16

	1	2	3	4	5	6	7	8	9	10	11	12	13	
	catalogs, folders	direct mail, inserts	sales promotion	ads, commercials	print & air copy	publicity, P.R.	dealer aids, letters	product literature	presentations	newsletters, reports	annual reports	sales training	copy — contact serv.	other services
	*	*	*	*	*	*	*	*	*	*	*	*	*	freelance subcontractors: copy, concepts, campaigns—all media— pre-agreed per-job fees

1	2	3	4	5	6	7	8	9	10	11	12	13
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254. TALENT AGENCIES

Adams-Leigh Assoc. 7 W. 46th St., NYC	JU 2-3223	Conran-Republic Agency 165 W. 46th St., NYC	CI 7-4623	Yvonne McHarg 333 E. 58th St., NYC	EL 5-0544
Alltime Animals Agency 550 Fifth Ave., NYC	CI 7-2550	Jack Davies 48 W. 48th St., NYC	PL 7-1880	Mercury Artists 730 Fifth Ave., NYC	JU 6-6500
Animal Talent Scouts 331 W. 18th St., NYC	CH 3-2700	Jane Deacy 231 W. 76th St., NYC	YU 8-0870	Marjorie Morrow 1501 Broadway, NYC	CH 4-0644
Laura Arnold 545 Fifth Ave., NYC	MU 2-2795	Mary G. Doelling 750 Fifth Ave., NYC	JU 6-6915	William Morris Agency 1740 Broadway, NYC	JU 6-5100
Lillian Arnold 119 W. 57th St., NYC	PL 7-3400	Carl Eastman 80 Park Ave., NYC	MU 2-4986	Elsie Nosworthy 7 Peter Cooper Road, NYC	SP 7-4166
Artists Management Assoc. 200 W. 57th St., NYC	PL 7-2157	Famous Artists 610 Fifth Ave., NYC	CI 7-6200	Lucille Phillips 1674 Broadway, NYC	CI 7-3263
Ashley-Steiner, Inc. 379 Fifth Ave., NYC	MU 8-8300	The Fords 949 Second Ave., NYC	PL 5-1587	Max Richard 1776 Broadway, NYC	PL 7-6414
Mary Berth 7133 Juno St., Forest Hills, L.I.	BO 1-6290	John Gibbs Agency, Inc. 12 W. 55th St., NYC	PL 7-5959	Harry Rudder 165 W. 46th St., NYC	CI 6-3940
Baum-Newborn Agency 743 Fifth Ave., NYC	JU 2-7850	General Artists 640 Fifth Ave., NYC	CI 7-7550	C. V. Ryan 35 W. 53rd St., NYC	CO 5-2051
Bertha M. Becker 1065 Lexington Ave., NYC	BU 8-6580	Georgia Gilly 1697 Broadway, NYC	SP 7-6514	Gloria Safier 667 Madison Ave., NYC	TE 8-4868
Lola Bishop 220 W. 42nd St., NYC	LO 3-4260	Rita Glazer, Inc. 400 E. 49th St., NYC	PL 1-5564	Schwartz-Luskin 15 E. 48th St., NYC	PL 3-1529
Briscoe & Arthur 234 W. 44th St., NYC	LA 4-4045	George Goldsmith 400 E. 49th St., NYC	PL 1-5564	Louis Shurr 1501 Broadway, NYC	CH 4-8240
Jane Broder 40 E. 49th St., NYC	MU 8-0960	Sylvia Hahlo 745 Fifth Ave., NYC	CI 6-2165	Bob Shipp 38 Barrow St., NYC	WA 9-3429
Henry C. Brown Agency 75 E. 55th St., NYC	PL 9-7474	Jeff Hunter 420 Madison Ave., NYC	PL 5-9611	Pat Sullivan 248 E. 50th St., NYC	PL 5-6220
Rutha Browne 242 E. 19th St., NYC	OR 4-7044	Ingalls & Hoyt, Inc. 160 W. 46th St., NYC	CL 6-6425	Berne B. Trantum 2 Horatio St., NYC	PL 1-3880
Margaret Burlin 54 W. 74th St., NYC	EN 2-7511	Kaplan-Veidt 527 Madison Ave., NYC	PL 5-2214	Charles B. Trantum 60 E. 58th St., NYC	CL 6-0464
Central Casting Corp. 200 W. 57th St., NYC	CO 5-0756	Lois Kibler 524 W. 46th St., NYC	CI 5-3672	United Talent 119 W. 57th St., NYC	RE 7-5779
Chateau Theatrical Animals 608 W. 48th St., NYC	CI 6-0520	Bonnie Kid Agency 1674 Broadway, NYC	CI 6-0223	Johnni Walker 19 E. 79th St., NYC	PL 7-0280
Toby Cole Actors Agency 234 W. 44th St., NYC	BR 9-7770	Lucy Kroll 119 W. 57th St., NYC	PL 7-4250	Ward-Kemp Agency 1227 6th Ave., NYC	CI 7-5562
Deborah Coleman 200 W. 57th St., NYC	PL 7-6272	Lee-Draper Agency 111 W. 57th St., NYC	JU 6-4180	Marjorie Wigginton 250 W. 57th St., NYC	PL 9-7966
Charles Conaway 157 W. 57th St., NYC	CI 7-4490	Donald D. MacMillan 176 E. 54th St., NYC	TE 8-3827	Peter Witt Assoc. 37 W. 57th St., NYC	PL 3-7715
		Alice M. Martin 434 E. 59th St., NYC	EL 5-7989	Ziegler, Hellman & Ross 65 E. 55th St., NYC	MU 2-2080
		Muriel Maxwell 527 Lexington Ave., NYC	PL 3-5556	Jules Ziegler 545 Fifth Ave., NYC	

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In Philadelphia



AD designs a mural Gray & Rogers staff AD Charles R. Evo chose 8 signatures by as many members of the Philadelphia and Newark agency, had the scrawls blown up, reproduced on panels of different colors, and assembled into a "signature mural" for Philadelphia office.

Above secretary Joanne Krywucki are the signatures of (top, left to right) H. A. Molin, H. P. Westerberg, Vincent Benedict, R. W. Graham; (bottom, left to right), R. K. Carter, Samuel Cooper, Ralph Hays, H. R. Armstrong.

Charles W. Beck Jr.

Honorary board chairman of the Beck Engraving Co., Charles W. Beck Jr. died at his Wyncote home. He was 82. He retired as chairman in 1953. Beck developed the first 4 color printing process for magazines in 1914 and continued to further process color printing. Many methods in use today resulted from his original work. For many years Beck was president of the firm his father founded in 1896.

He was an honorary member of the Art Directors Club of New York, a life member of the National Geographic Society, and held memberships in other organizations.

Philadelphia clips

Recent ADC meeting was addressed by American Heritage Publications AD Irwin Glusker. He was presented with the ADC Medal of Achievement . . . New ADC members are John H. Kennedy, Edward "Bud" McCorkindale, J. Howard Boyle, Jr. . . . Harry Brodsky paintings made up a show held recently at Women's

City Club . . . Guy Fry watercolors were featured recently at Art Alliance . . .

Now at Ayer: Bernie Brownstein and Lionel C. Banks. Banks, a layout artist, came from Deidre Publications, LA, where he was AD. He studied at Chouinard and UCLA . . . Mel Richman Inc. design director Ed Cullen was recent speaker for Artists Guild. Cullen is a past officer of the ADC, a graduate of Philadelphia Museum College of Art where he later taught advertising design. He holds medals from Philadelphia ADC annual shows and Printing Week Graphic Arts . . .

Activities at the Artists Guild

New members are retoucher Ronni Komada, illustrator Robert L. Jefferson, designer/illustrator Richard Ritter . . . Frank Smith and Jack Curl now at 1526 Sansom . . . Feb. 15 Guildsters go to the New York Society of Illustrators show. Reservations, plus busfare checks for \$5, with Al Michini, 34 S. 17th . . . A Big Brother and Sister plan provides professional help for student artists. Don Cooke and Joseph Moppert are chairmen. Students may call Cooke at Edraydo Inc., MI 2-8274, and at HI 7-1118; and Mr. Moppert, Landau Outdoor Advertising Co., BA 9-5500, and at EL 6-0591. Typo-

graphic Service has made their facilities available for these appointments.

Artists Guild show deadline Feb. 11

Entries must be in before Feb. 11 for the Artists Guild Annual exhibition to be held March 3-17 at the Philadelphia National Bank, Broad & Walnut. Judges will award certificates in three categories, and another award will be chosen by member ballot. Al Michini is exhibition chairman. Details from the Artists Guild, P. O. Box 2085, Middle City Station, Philadelphia 3.

Art Alliance schedule

Through Jan. 8, Christmas Crafts exhibition; Joint exhibition, Mia Chernin watercolors and drawings, Howard N. Watson watercolors. Through Jan. 18, Animal Prints, Hester F. Cunningham, Richard Hood, Alan J. Klawans, Leonard Lehrer, Dan Miller, Bernard W. Petlock, Clarence E. Sherdon, Helen Siegl. Through Jan. 22, Lee Gatch oils and watercolors. This is a Ford Foundation retrospective, circulated by American Federation of Arts.



Kennedy-Ceglia appoints Edward Vernick

AD at K-C, Vernick has been with Chilton Publications as staff artist, and with Advertising Associates. He studied painting at Pennsylvania Academy of Fine Arts.

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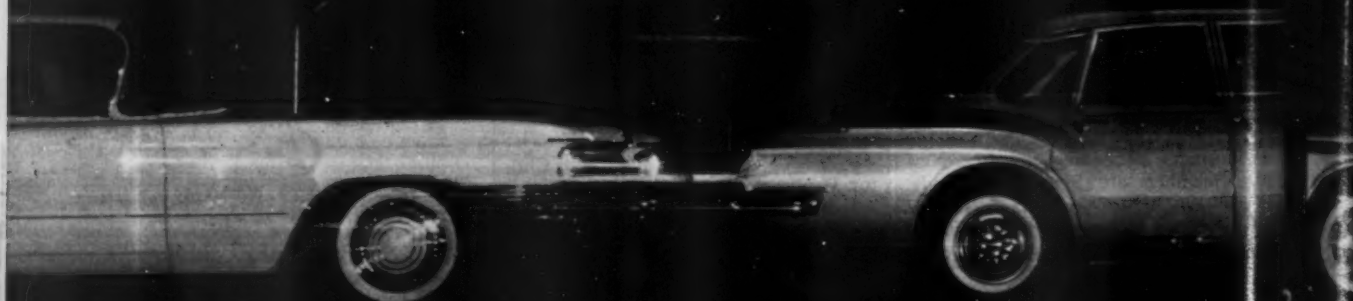
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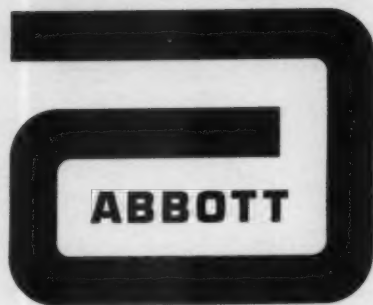
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**in
Chicago**



New trademark



An inside spread



Cover of promotional brochure



New packaging

Abbott's new look Basic design changes for Abbott Laboratories includes a trademark which evolved out of serpent shape (from the medical symbol of the staff of Aesculapius), 11 custom colors for new packages, to replace the old blue, and new design with strong family resemblance for all of Abbott's visual communications.

Credits: Charles S. Downs, vp for public relations/advertising; advertising mgr. William Pratt; AD Charles Walz; all Abbott. Designers George Nelson & Co. Type-setting and printing of labels, Natl. Office Supply Co., Waukegan, Ill., and Runkle-Thompson-Kovats, Inc., Chicago.

Chicago clips

Artists Guild opened its new Visual Arts Center building at 27 E. Ohio St. officially last month by awarding prizes at 21st Annual Fine Arts Exhibition, during preview cocktail party. Exhibition judges were painter Martyl, painter/teacher Roland Ginzler, painter/teacher/critic Franz Schulze. Bob Amft was chairman of the exhibition committee . . . Bruce Berkel from Buchen to Aubrey, Finlay, Marley & Hodgson . . . AD Robert L. Fine from Grant to Stern, Walters & Simmons . . . Judging for Lee Paper Co. (Vicksburg, Mich.) competition for jobs produced on Lee papers will be held in February. Awards will be given for design and printing excellence. Judges for the fall competition were Chicago designers Bruce Beck, R. Hunter Middleton, and Herbert Pinzke . . . Display Consultants, Inc., has been formed at 860 N. Wabash. Will design outdoor spectaculars, showroom and store displays, institutional interiors, etc. President, Harve Ferrill. Vp, Robert G. Swan. Director, Harry Linsky . . . A highlight of *Printing Week in Chicago* is the Annual Awards banquet of the Education Council of the Graphic Arts Industry, Jan. 17. Outstanding Service Award will be presented to George S. Dively, president and chairman, Harris-Intertype Corp., for "vision and leadership in translating into action numerous projects dealing with the educational progress of the printing and publishing industry" . . . ADCC holds January meeting with *Chicago Copywriters Club*. Talks by McCall's editor Herbert Mayes and AD Otto Storch. Program chairman is Ed Jirasek.

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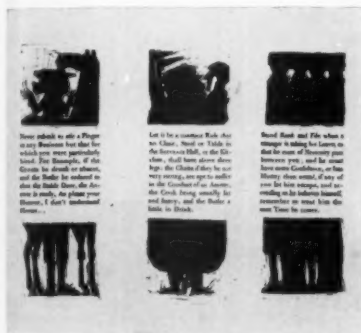


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Lilliput Press Chronicle, first edition

Blocks designed and cut by Ed Kysar illustrate several amusing excerpts from Jonathan Swift's *Directions To Servants*, in a new publication by the private Lilliput Press, Prop., George Rappaport, 654 Kingman Ave., Santa Monica.

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VOL. 4

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Activities at San Francisco ADC

Membership drive under Morris Fetzner added 50 members . . . A Miniature Show Auction was held to benefit the scholarship fund . . . Club is collecting old layouts, comps, thumbnails, discarded ideas, to send to schools requesting this as an aid to art students . . . San Francisco's exhibit at the California State Fair won second place and \$1400 cash prize, in category, Developing New California Industry. Designed by Brundage & Associates, the exhibit was coordinated by Creative Design Center Committee, of which ADC is a member.

Roger McDonald

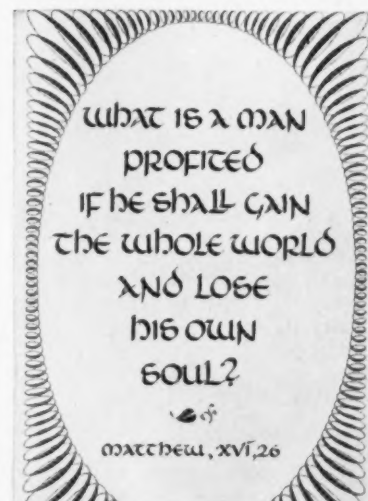
ADLA member Roger McDonald died at his Hollywood home. AD at Space Technology Labs, he was a native Californian whose first AD position was with Honig-Cooper, San Francisco. For some years he worked in New York, with Bonwit Teller, and with Fletcher Richards. He returned to the west coast to be AD and set designer for various motion picture studios. Later he was with Erwin Wasey and with Douglas Aircraft.

The club's statement included the following: "He will be remembered as an able man with a great pride in his profession."

ADLA builds library

Leonard Rochlin, CR 5-0135, chairs the library committee which includes Bob

Magee, MA 9-2283, and Wallace Olson, SY 9-9498. The club is collecting books, periodicals and art courses, each of which will be inscribed with the name of the donor. To donate books, call the committee members or deliver to Ruth Herbeck, ADLA offices, 4315 W. Second St.



Graphic design winner Church bulletin printed in brown and black, and written out in 3rd century Irish style, won first prize in the graphic design division of Ecclesiastical Art recently conducted by the Council of Western Churches. Credits: Calligraphy and design by Egdon Margo, instructor in calligraphy and typographic design at UCLA.

Kodak

As it was

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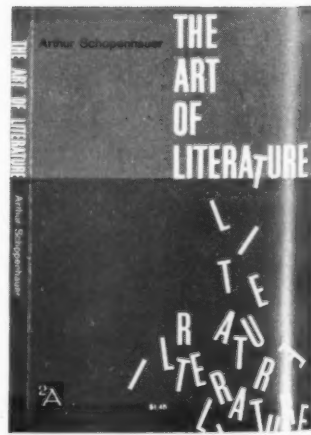
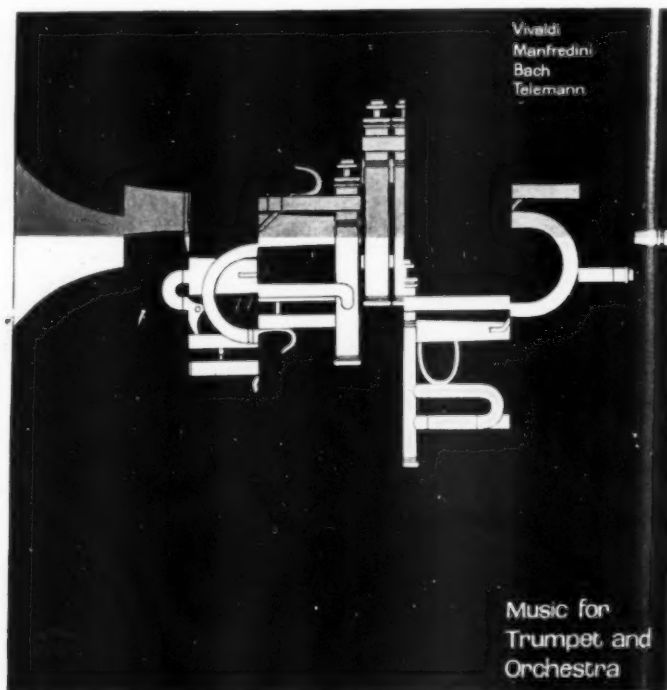
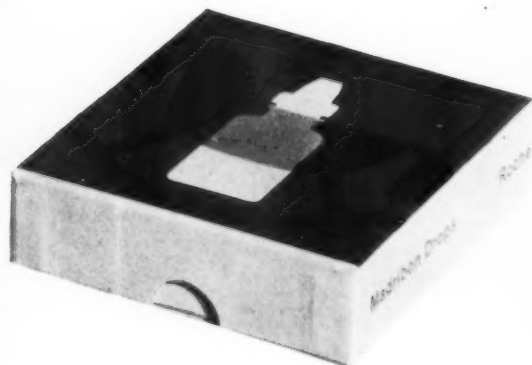


upcoming designer Rolf Harder

Large, symbolic illustration/designs feature much of his work, as shown here on a book jacket and record album and in ads and packages for Hoffman-La Roche.

Harder was born in Germany in 1929. He studied at the Hamburg Academy from 1952 to 1956, worked in German ad agencies and from 1956-'59 in Canadian agencies. Since '59 he's been a freelance designer in Montreal. His work has been in the 1960 AIGA Packaging Exhibition, the 1960 Canadian Typography Exhibition and the Montreal ADC show.

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NEWS

National Society of Art Directors



NSAD meeting April 17 in Chicago

The 15th annual NSAD meeting will be held at the Sheraton Towers hotel, Chicago, Monday, April 17. Morning and afternoon sessions plus a luncheon are planned. Chicago is the host club and ADCC president Herbert S. Bull has named John W. Amon, vp/art dept. mgr., NLB, the arrangements chairman.



Photograph by George Elliott

NYADC medal to Calkins

More than 300 ADs and ad men and women jammed the Grand Ballroom of the Hotel Delmonico to honor 92-year-old Earnest Elmo Calkins. In presenting the medal, club president Robert Blattner said:

"... You organized the first exhibition of advertising art . . . you promoted and fostered the link between artist and art director. You furthered the recognition of advertising art from a professional point of view. You were the inspiration for an original proponent of the Art Directors Club, now celebrating its 40th year. You introduced procedures and practices for the

advertising profession which are standard today. You believe in sincerity in words and pictures; and you believe the best way to make an advertisement sound true is to make it true. In recognition of this pioneering, as well as your continuing interest in promoting good advertising, we honor you today."

Elwood Whitney traced Mr. Calkins' career and the growth of advertising since 1890, noted that of Mr. Calkins it will always be said, "He put us on the road and pointed the way. Now, it's up to us."

The club affair was threefold. In addition to honoring Mr. Calkins, NYADC observed its 40th anniversary and publication of the 39th annual.

NYADC 1960 show tours

The nationally touring show, composed of 157 selected pieces, is booked as follows: Buffalo, Jan. 1-12; Cleveland, Jan. 15-21; Toronto, Jan. 23-27; U. of Louisiana, Feb. 1-11; Charlotte (N. C.) Town Mall, Feb. 20-26; University of Alabama, March 1-11; Kansas City, March 18-April 1. Bookings may be arranged with Vincent Trotta, chairman of the traveling exhibition committee, Times Tower, room 1012, 1475 Broadway, New York 36, BR 9-0414, or with committee secretary Mrs. Santana Hack, at the New York Art Directors Club, 115 E. 40 St., New York 16, MU 5-4340. The only charge is shipment from previous point to new destination.

The show, in another sampling, is traveling locally in the New York area. It will be at the High School of Art & Design, Jan. 3-13; at Parsons School of Design, Jan. 16-27; New York School of Printing, Jan. 30-Feb. 10; Cooper Union, Feb. 13-27. Harold Sosnow, Lane-Sosnow Associates, is chairman of the local traveling exhibit.



David Davidian chairs New York's 40th

David Davidian, AD Fletcher Richards, Calkins & Holden, is chairman of the exhibition committee, 40th Annual Exhibition of the New York Art Directors Club. He described the show as the largest continuing exhibition of its kind in the world. More than 14,000 entries submitted to last year's show "attested to its vast scope and significance," he said.

"40 years ago when the New York Art Directors Club was formed the founding fathers may have thought of their annual exhibition as an art show. But this is no longer merely an art show. For today with art and design filling a new, broader and increasingly vital role in communication's mighty reaches, we have become recognized as one of the instruments through which ideals of good taste have influenced responsible creative efforts everywhere."

The exhibition opens March 21 in the lobby of the Pepsi-Cola building, 500 Park Ave., at 59th St. A preview for members and exhibitors will be held March 20. The show runs to March 30. Awards luncheon will be held at the Grand Ballroom, Hotel Commodore. William H. Buckley, J. Walter Thompson Co., is chairman.



Cleveland panel discusses art/production prices

Panelists, seated from left, photographer William Richards; AD Al Whittaker, BBDO; Charles Farran, president Griswold-Eshleman agency; Robert Wing, Emerson Press. Standing, from left: Charles N. Bowen, Cleveland ADC president and AD Fuller & Smith & Ross; King Beach, King Studios; Vernon Dahlke, Advance Art Studios; William Feather, Jr., William-Feather Printers; Ralph Welley, Schlick-Barner-Hayden typographers; AD Dudley Martin, Meldrum & Fewsmith agency.

Panelists also included Lou Federman, Federman, Adams, Colopy; AE William Dunlea, Fuller & Smith & Ross; Joe Venalek, Artists Studios.

Consensus of opinion was that prices were too high for low cost space but right for national consumer publications.

not overpricing, but inefficiency

Farran charged the impression of overpricing came from inefficiency and poor business judgment. He mentioned small clients using \$85 per page space being charged \$350 for preparation. Dunlea noted that if the job turns out wrong, any price is too high. He called for better communications: incomplete explanations to all concerned results in poor planning and high costs.

Whittaker insisted that quality is more important than prices. He asked how anyone can measure what creative talent is worth. He said that in depression days when prices were at rockbottom, complaints of high prices were just as prevalent. Martin, who noted that his agency bought art outside of Cleveland for many reasons, advised comparison of art costs on a percentage basis with other components in an ad. He said art costs frequently equal the total of all other components.

Welley explained that type prices seem high because quality work demands quality payment, and union demands are up again. He said that of 19 large cities, Cleveland type prices are lower than 12, equal to 1, and higher priced than 5. Richards said photography can be bought for any price in Cleveland, but creative talent must be paid for. He said photographers have an investment in equipment equal to \$10,000 per lensman, asked art buyers to buy local talent as an encouragement and a help in building the same kind of talent pool available in New York or Chicago.

what makes it cost more

Beach said 2 cost boosters are rush job and retakes. Both are due to poor planning when the job originates, he said, observing that many low cost jobs get started, then client or agency expands way beyond the initial budget and concept. Model fees add to costs in several ways, he said, including waiting time until photo buyers show up to direct shooting.

Dahlke said art runs 45%-50% of the total production bill. Art studios have no normal load, no steady business, he said. To meet rush jobs, a staff must be maintained which averages only 22 hours of billable time per week. Therefore prices are based upon this figure. Federman said lack of complete information about a job to be done is one of the greatest causes of corrections, makeover and high prices for artwork.

Feather blamed customer inefficiency for the high cost factor. He said his company's new location and new equipment were meant to increase efficiency and lower costs, but factors which no supplier can control include copy rewritten after it has been set, rush overtime for a job which then lies in the bindery a week awaiting shipping instructions, etc. Failure to consult with the printer during planning stage often results in waste of material, presstime, bindery time, he emphasized.

what's needed? thorough planning

Wing said printers are as interested as clients or agency in producing an effective job at lower costs because it makes every participant look good. He said printers, at the end of the

line, were expected to make up for delays along the line. Venalek said prices get too high if there is a lack of communications, planning and self discipline.

In a question and answer period following the panel discussion, Martin defended out-of-Cleveland purchases. "We buy outside what we can't get in Cleveland: big name illustrators, fine color photographers and good models." Richards responded that Chicago was in the same position 25 years ago but got encouragement from local agencies. Martin said, "But what have (Cleveland) photographers done to help? If clients need good models, why not go out and get them and pay their expenses? I see work-samples from 2 or 3 out of town photographers every week. Show us your ability in samples, and Cleveland photographers can get more agency business."

Farran noted that when he was president of the Ad club, "we started to promote Cleveland as an advertising center because agencies can prosper only as long as we have a strong graphic arts center. Our first choice is always to buy here. We only go out of town if we can't get exactly what we want here. We do a better job for our clients if we buy here."

Panel program chairman was John Szilagyi, Malmquist and Wood. Program chairman and vp of the ADC is Bill Root, Griswold-Eshleman. ADC president Bowen served as moderator. Club secretary is Harry Bush, Bayless-Kerr; treasurer Steve Atzel, Sr., Advance Art.

Visual Communications Conference March 22-23, New York

The 1961 conference will be held at the Hotel Commodore March 22-23. Salvatore J. Taibbi, American Telephone & Telegraph Co., is chairman. William H. Schneider, Donahue & Co, is director.

Judges named for 29th Natl. Outdoor show

Jurors will meet Jan. 24 to name 3 Grand Award winners and the best designs in 19 poster and paint classifications in the 29th National Competition of Outdoor Advertising art, sponsored by the Art Directors Club of Chicago. A record number of more than 1000 entries is expected,

According to Herbert S. Bull, ADCC resident and executive tv AD, J. Valter Thompson Co.

Medals and certificates will be presented at the Combined Awards banquet, sponsored by NSAD and ADCC, 7 p.m., April 18, at the Sheraton Towers hotel. This is the first year the banquet will be held in conjunction with the NSAD annual meeting. About 10 leading ADs, representing 38 US and Canadian member clubs, will see the show. Following the banquet, the exhibit will tour the country.

Entry deadline is Jan. 13. Full information and rules from ADCC Outdoor Advertising Art Exhibit Committee, 400 N. Michigan Ave., Chicago 11.

Charles Ax, creative director, N. W. Ayer & Son, is chairman of the competition committee. Judges are Robert O. Bach, vp/managing AD N. W. Ayer & Son, Philadelphia; Hunter Bell, vp/adv. mgr. Coca-Cola Co., Atlanta; Sam Fink, vp/creative director Young & Rubicam, Chicago; F. William Free, vp McCann-Marschalk Co., New York; Eugene Kolkey, vp/art supervisor Leo Burnett Co., Chicago; John R. McCarty, vp Frito Co., Dallas; John J. H. Phillips, dept. mgr., adv. and sales promotion, Ohio Oil Co., Findlay, O.; George F. Baier, vp/exec AD, J. Walter Thompson Co., Chicago.

Robert A. Blattner, president Art Directors Club of New York; Wing G. Fong, Luebbers and Fong, Philadelphia; Jack Izard, mgr. adv. dept., Chevrolet Motor Div., General Motors Corp., Detroit; Philip Lukin, vp Lawrence Fertig & Co., New York; Clark M. Pettit, mgr. adv. and sales promotion, Crown Zellerbach Corp., San Francisco; Lee Ruggles, AD McCann-Erickson, San Francisco; Arthur Shipman, AD Neiman-Marcus, Dallas; William L. Spencer, exec vp Gardner Advertising Co., St. Louis; E. W. Rector Wootten, vp/exec AD Fitzgerald Advertising, New Orleans; Richard W. Solon, general adv. mgr. Mars, Inc., Chicago; Ray Weber, adv. mgr. Swift & Co., Chicago.

Jacksonville show in October

Tentative dates for the Jacksonville show are the first or second week of October. Details from Floyd Benton, Benton-Mikulas Art, 1633 San Marco Blvd., Jacksonville 7, Fla.



Richmond presents special award to Cascino

Alfred M. Cascino, AD Cargill, Wilson & Acree, accepts the first award of its kind ever presented by the Art Directors Club of Richmond. The plaque was presented for "consistent excellence in design, creativity and versatility." The presentation was made during the club's 6th annual exhibition. More than 600 pieces were submitted by agencies and firms throughout Virginia and by out of state agencies handling Virginia based clients.

Birmingham exhibits in September

Exhibition of the Birmingham club will be held in the new Birmingham Museum of Art during the entire month of September.



Frank Davies announces Toronto show Feb. 23-Mar. 12

Club president Davies, AD industrial publications group, Maclean-Hunter Publishing Co., reports the 13th annual exhibition will be held at the Royal Ontario Museum, Queen's Park, Toronto. Leo Rampen is show chairman. Entry deadline is Friday, Jan. 20. Nonmembers may get details from Miss Jean McCallister, P. O. Box 303, Toronto 7.

No member of the Toronto club



will serve on the juries. Every entry selected for exhibit will be awarded a certificate of merit. There will be no other award grades.



Denver officers

Back row, from left: president Hal Smith, Rippey, Henderson & Bucknum agency; treasurer Bruce Tilsley, Hoflund-Schmidt Typographers; front row, from left: second vp Ray Schmidt, Hoflund-Schmidt; secretary Carl Park, Condit Advertising Art; first vp Jim Ellis, Tool & Armstrong Advertising.

Club published its 4th AD Annual in December. Supply will be limited. For copies, contact Hal Smith, Rippey, Henderson & Bucknum, 909 Sherman St., Denver 3. The 5th show and annual banquet will be held early this spring at Schleier Gallery, the Living Arts Center.

One social and one business meeting are held each month. Business meetings usually are educational programs on the role of the AD. A recent speaker was E. A. Adams, director Art Center School in Los Angeles. He presented an informative slide presentation and talk on the school's attitudes and activities.

Club will present its second annual Famous Artists Schools scholarship at the Fifth Annual Banquet.

Club's growth in 1960 was roughly 30%, and membership continues to increase.



Seattle elects

Seattle Art Directors Society's 1961 officers are, from left, front row: secretary Fred Walsh, R. T. Matthiesen & Associates; president Ted Rand, Graphic Studios; treasurer Darryl Ware, Botsford, Constantine & Gardner; back row, vp Felix Moitoret, Boeing Aircraft; and board members Doug Sandland, Colé & Weber; Harry Bonath, Harry Bonath & Associates; Fred Milkie, Fred Milkie Photographers.

12th annual show will be held June 1-25, Seattle Art Museum. Details from Ted Rand, Graphic Studios, 605 Union, Seattle 1, Wash.



Birmingham club hears of Du Pont research

Club president "Rocky" Stovall, Roy M. Barnes, Jr., sales promotion mgr. Du Pont de Nemours Co., and club vp Charles H. Denny at recent meeting where guest speaker Barnes urged greater creative planning to take advantage of the many uses of colored paper. Barnes described Du Pont's extensive research in possible effects with colored inks on colored paper, explained that his company conducts major market studies in many other fields and uses this experience in collecting and disseminating research findings in the field of colored paper.

Barnes predicted that with greater experience in manufacture and use of colored paper, and the public's increasing exposure to colored paper in newspapers, magazines and other forms of printing, there will be just as great a demand for greater use of color in printing as there now is in clothing, automobiles, housing.

The new city seal of the City of Birmingham was designed by club member Sam Mickwee, advertising artist with the Birmingham News. The story behind the story: During the



City Commission meeting when the seal was approved, one of the Commissioners—failing to realize that embossing would eliminate much detail from the drawing—strongly objected to the revealing anatomical treatment of Vulcan's posterior. (Vulcan is the tremendous iron statue that is Birmingham's landmark.) After a hurried trip to Vulcan for a view from the proper angle, the Commissioner conceded the drawing was authentic. But his objection remained, and prevailed. The sketch was returned to Mickwee, with a certain specification.

The new city seal includes the impressive statue of Vulcan—complete with Bermuda shorts. (Shown is the uncensored version.)

LA show Feb. 21-Mar. 24

About 5000 pieces were screened and about 400 pieces were chosen for the 16th Annual Western Exhibition of Advertising and Editorial Art, to be at the Museum of Science and Industry, Exposition Park, Los Angeles. The show was judged by a panel of 7 from Pittsburgh, Chicago, Carmel, San Francisco, and Los Angeles. Mani Wilder is exhibition chairman. Juan Casado is asst. chairman.

Awards presentation will take place at a dinner dance at the Pacific Ballroom, Statler Hotel, Feb. 18.

Chapter Clips

Baltimore: New members include Robert A. Fraser, Royal Dadmun & Associates; Lloyd E. Webb, Hedwin Corp.; Edward Gold and Fred Worthington, both of Barton-Gillet . . . Recent speaker was Tom Morrison, story and sound supervisor, Terrytoons. He reviewed the history of animation, showed reels of CBS commercials and films prepared for Emery Advertising. Marshall Hawks, Emery, introduced the speaker. . . . A recent club project was creating and producing mastheads for 6 scout districts. Finished art was produced

by Robert Means, Don Simpson, Kern Devin, Bob Lapham, Mossman-Munschauer Studios, Major & Keesey Studios. . . . Members received copies of the folder, *Psychology of Color*, from Barton, Duer & Koch. . . . Recent programs were planned by Tom Parlette and Mike Goorvitz. The Jan. 26 meeting will be planned by Bob Wirth; Feb. 23, Bill Schneider; Don Culbertson, March 23; Dick Harriman, May 25. . . . Robert Nohe will present the 1961 Famous Artists Course Scholarships at the June meeting. . . . Bob Ramsey is chairman of monthly exhibits hung at regular meetings. He welcomes unusual and interesting material. Contact him at Barton-Gillet.

Cleveland: Draper Daniels, creative director, Leo Burnett, Chicago, was recent speaker. . . . Dan Gallagher was chairman of the Christmas party. . . . Fred Stickle, Fuller & Smith & Ross, chairman of the Jan. 9 meeting, obtained Robert Fawcett as guest speaker . . . Feb. 7 meeting chairman Dick Loder announced photographer Irving Penn will be guest speaker.

Memphis: Two films shown at recent meeting: The first was on the most advanced methods of color engraving, described process from preparing art through final reproduction. The film was by Eastman Kodak, was introduced by George Belote, Hanson Engraving. Second film, *Faces and Fortunes*, was executed and edited by Morton and Millie Goldsholl, presented by Kimberly-Clark. It deals with corporate image. . . . New member is AD Marvin Sites, Linotype Printing Co.

Montreal: Club attended the International Poster Exhibition at Ecole des Beaux-Arts. Speaker John Hillen, display chief of the Earth Sciences Div., Royal Ontario Museum, who travelled and collected the exhibition, told the story behind the show. The exhibit was chosen from 4000 entries from all parts of the world. . . . Frank Lipari is chairman of the 10th anniversary exhibition committee . . . Tancred Marcil was chairman of the Christmas party committee . . . Harry Aslin is chairman of the new member committee.

Philadelphia: Otto Storch, AD McCall's magazine, was recent speaker. His points: "Without opportunity and freedom from the oldtime restrictions, an AD cannot hope to be successful . . . McCall's is edited not by the public but for the public." He was awarded the PADC Gold Medal of Achievement.

PHOTOGRAPHY IN ALL ITS PHASES • STILL LIFE

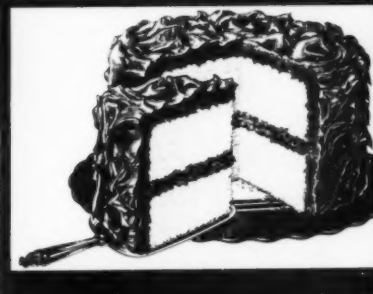
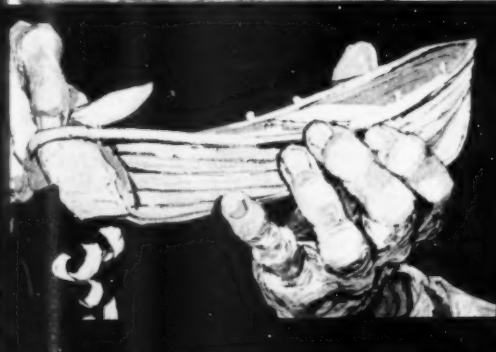
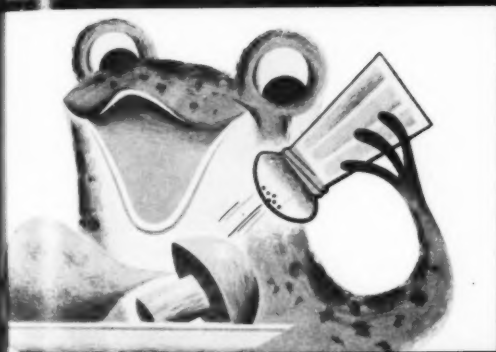
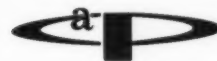
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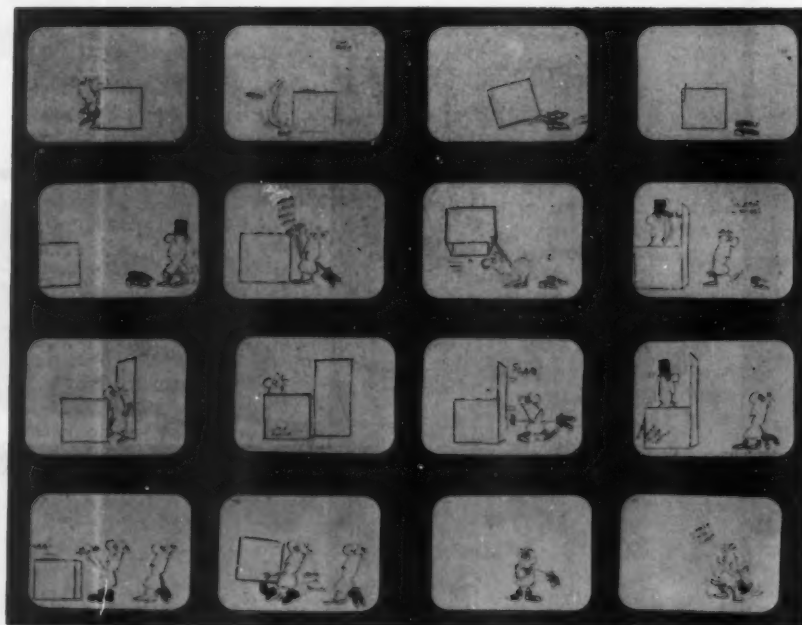
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SLIDES
CARTOONS
ILLUSTRATION
SCRATCHBOARD
RETOUCHING

COMMERCIALS THIS MONTH

BY RALPH PORTER

THE EUROPEAN SCENE PART ONE:

New concepts in animation 1)



2)

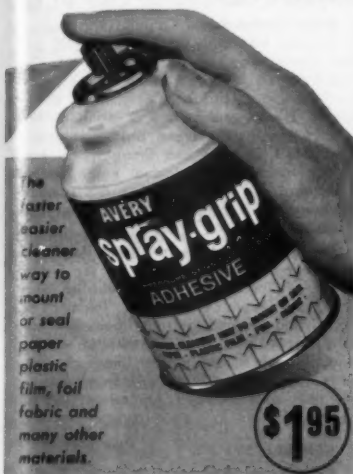
Of the fourteen countries I recently visited, England came closest to striving for new forms in commercials. They're struggling to outdesign America. Perhaps struggle is the only way new ideas can evolve for it was pretty obvious that most European countries including some behind the iron curtain, were emulating our techniques in animation and live action commercials.

- 1) TV Cartoons Ltd. of London took two awards at the Venice Festival, one of which is included here—Waglot Dog Food. It tells all advertisers to show their products without blabbing so much. After an incoherent blurb by the Announcer, an ingratiating 'hep-cat' dog shuffles over in syncopated rhythm and keeps muttering "Open the can, Man." Script by Rod Allen, Design and Direction by Denis Rich, Animation by Tony Gearty.
- 2) Another TV Cartoon presentation that deserves mention is called "The Wardrobe" and employs a non-vocal sound track made after the picture was completed. The original story-board is reproduced here but the finished product is substantially the same. There is a fresh drive towards experimentation in pantomime and a particular level of sight gags that borders on the kind of creativeness that McLaren of Canada has. TV Cartoons says "Wardrobe" is a nonsense film that "shows the influence, particularly in timing and design, of Commercial Television." My own reaction is that it is a sophisticated comment on some of the foibles of our era. Story-Stan Hayward, Direction-George Dunning, Design-Dick Williams, Animators-Alan Ball and Eoin McCann.

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NEW BOOK

225. **New York Art Directors' 39th Annual of Advertising and Editorial Art and Design.** Edited by Howard C. Jensen. Designed by George Elliott, senior AD McCann-Erickson, the book's 400 pp. 8x11 1/4, illustrate the show's 474 pieces in b/w but brilliant color is used for slipcase, bindings, endpapers. Different second colors are used in various sections, colored dividers separate the sections. Editorial features include a program summary of the Fifth Visual Communications Conference, by Frank Baker, conference director. \$15. Also available, 38th Annual, \$15, No. 197; the 37th, \$12.50, No. 182; 36th, \$12.50, No. 165; 35th, \$12.50, No. 146.

ANNUALS

197. **New York Art Directors' 38th Annual.** Edited by Edward R. Wade. Some 500 pieces shown off to the full, with book's own design a subversive showcase for the show. Good reference with clean open look. Illustration section has art big, then reduced in advertising applications. About 330 pages, including six pages of cross reference, and articles on the club's highlights this year. Designed by Edward P. Diehl. \$15. (Also available: the 37th Annual, \$12.50, order number 182; the 36th Annual, \$12.50, order number 165; the 35th Annual, \$12.50, 146.)
214. **International Poster Annual.** Edited by Arthur Niggli. 505 outstanding current posters, 20 shown in full color, from 25 countries. Indexed. American selections number 37, take up 9 pages. Noted: continuation of international style trend observed in the last annual, emergence of large and important group of Japanese artists, "concrete" group in Switzerland. \$12.
215. **The Penrose Annual, Vol. 54.** Edited by Allan Delafons. The new edition of the British classic international source-book on the graphic arts has 120 pages of articles reviewing and copious b/w and color plates and inserts illustrating trends and developments in esthetics, economics, techniques, and industry. \$12.50.
217. **Typographica.** Edited by Herbert Spencer. British periodical published twice a year, paperback, 10 1/2 x 8 1/2, featuring unusual articles, illustrations, of typographic and other design interest. No. 1 of the new series includes article and 20 illustrations on Italian ad designer Franco Grignani who does his own photography, writes his own copy; Five Polish Photographers, by Adam Johann; History of Numerals, by Henri Friedlander; etc. Subscription is \$4.50 USA, \$5 Canada.
220. **The Picture Universe. U.S. Camera 1961.** Edited by Tom Maloney. Includes a full color 4 ft. pullout view of Switzerland by Emil Schulthess, portfolios by Alexander Liberman (from his book *The Artist in the Studio*), Alfred Eisenstaedt, Roy Stryker (The Lean Thirties), William Klein (Rome), Harper's Bazaar (March 1960), Evelyn Hofer (The Stones of Florence), Vogue feature editor Allene Talmeier on Penn, Irving Penn (Moments Preserved, from his book of the same title), Photography in Space. \$10.
221. **Graphis Annual 60/61.** Edited by Walter Herdeg. 832 illus., 97 of them in color, of the work of over 500 artists and designers in 22 countries. Includes everything from ads to house organs, etc., etc. In all, 14 categories. Introduction by Leo Lionni. \$15.

222. **Modern Publicity 1960/61.** Edited by Wilfrid Walter. Examples from 28 countries, including some in eastern Europe. Most, from Germany, Japan, Sweden and the U.S. No separation according to origin, so interesting juxtaposition of varied concepts and styles in same category. More than 400 b/w illustrations, 70 in color. \$9.95.

223. **Illustrators '60.** Edited by Howard Munce. Best of current American illustration, in a book designed by Lester Beall and published for the Society of Illustrators of New York. More than 350 selections by about 300 artists from around the country, for the SI 1960 show. Judges discuss their categories. Articles by Harry Carter, George Shealy, Arthur William Brown. \$12.95.

PRODUCTION

204. **Advertising Agency & Studio Skills.** Tom Cardamone. How to prepare art and mechanicals for repro. Detailed, illustrated. \$4.75.
208. **The 4 Color Process Guide.** Sure to become standard reference work for 4 color process reproduction. This 11x14 200 page book showing full range obtainable in print using the four process colors was ADed and designed by Louis Dorfman, in collaboration with Harry and Marion Zelenko. Scientific, accurate, objective and orderly system for determining precise color wanted. Over 5600 large color patches, each almost two square inches. 3 and 2 color sections are included. Plastic viewer isolates patches for exclusive examination of one color against black, white, and process colors. Special introductory price, \$110 prepaid, 10-day trial period.
210. **Bychrome 2 Color Charts.** 1 and 2 color selection, prediction and control, from the artist's color choice through lithographic production. 59 sheets on offset paper and 59 sheets on enamel paper in a deluxe 3 ring binder. Each sheet shows a solid color patch and a solid of black or solids of two compatible colors. Also: 12 screened monotone values of each of the two inks; 169 duotone patches showing precise mixtures of the two obtained with standard screen tints. 10640 monotones and duotones of color are shown in all. 49 round holes are punched in all sheets, acting as windows through which color and tone may be compared to art or lithographic press sheets. \$22.50. Domestic orders only.
213. **The Color Planning Guide.** 2 vols., each 5x5 and 111 pp., show 11,000 color tones derived from yellow, red, blue and black in 4 color process printing. Vol. 1 reproduces them on offset

paper, Vol. 2 on coated stock. Developed by craftsmen of Calortone Press, Washington, D. C., to obtain more consistent color accuracy and to help their customers specify color exactly based on Calortone's shop conditions. Grid system shows actual printed examples of entire range of screen and color combination. Boxed, includes separate reprint of article. What Are Hidden Meanings of Color, by Calortone president Al Hackl. \$25 prepaid, 10 day trial.

216. **The Grand Three-Color Blending Book.** Hans Gaensslen. Unique guide. 50 12x12 pp. letterpress and 50 pp. offset, in 1 edition show 2-color combinations with black, and 3 colors in various combinations—more than 10,000 shades of color. With each 3-color table are design examples comparing effects a design has in different color combinations and repro methods. Examples also show effects of overprinting and screening. Book includes information on printing inks, production of posters in tempera choosing most suitable paper and screen, etc. \$45.

218. **Color Swatch Book.** Contains 500 pages of printing ink colors, with over 24,000 perforated color swatches for easy removal. One section is printed on coated, another on uncoated to facilitate exact matching. Designed for artists, designers, buyers and sellers of printing. Now you can avoid using silk screen, pastel, watercolor samples which printers and lithographers have difficulty in matching. Individual color sections can be reordered and inserted in this specially bound book. \$47.50 prepaid, 10 day money back guarantee.

219. **Lee Streamlined Copy-Fitting Handbook.** Arthur B. Lee. Comes with the Lee Streamlined Copy-Fitting Gauge, made of Vinylite, which fits into a pocket inside 2nd cover. The book has 32 pp. of Linotype and Intertype faces with complete alphabets of all available sizes up to 18 pt. The gauge scale to be used for linear character count is indicated next to each alphabet showing. Many other aids included. Printed in 2 colors, 6x9 pp. \$4.95.

GENERAL

212. **Commercial Art as a Business.** Fred C. Rodewald and Edward M. Gottschall. Revised and enlarged edition of the book by the late Rodewald, himself a commercial artist, originally published in 1954. Brought up to date—including statistics not available before—by Art Direction editor Gottschall. Contains latest information on markets, prices, practices, media needs, contracts. \$4.95.
224. **Who's Who in Commercial Art and Photography.** Director's Art Institute. Collection of lists of artists, photographers, agents, studios, representatives, art buyers. The last category is broken down into ad agency, book publisher, magazine, business. Name, address, phone, and specialty category listed for producers, buyers. \$15.

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booknotes

THE MADISON AVENUE HANDBOOK 1961.
Peter Glenn. \$4.

This paperback annual diary/directory lists corporate names, addresses, phone numbers and art-staff key buying factors among sundry commercial art practitioners and consumers in the New York market. Additional listings cover other important commercial art centers: Chicago, Detroit, Los Angeles, Miami and San Francisco. In all, 24 categories are covered—from ad agencies and art supply houses, photographers and publications to TV-film producers, TV studios and stage-TV union affiliates. Each diary spread has lots of room for write-ins and features a column of 22 expense items. A handy work and reference book for busy ADs.

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DIRECTIONS

by Stephen Baker



...plus expenses

To add "costs" on top of the regular fee has long been the photographer's unquestioned right. Asking him to charge only for taking the photograph would put the whole picture-taking industry on an unbusinesslike basis; clients would be either overcharged or undercharged, and a single miscalculation in the photographer's plans could put him out of business.

Moreover, the photographer should not be too creatively inhibited in his selection of props, models, location. It is better if he knows that a dollar here, a dollar there is not coming out of his own pocket, cutting into his profits. In the long run, it is also better for the client.

And, to end all the arguments for the "plus expenses" system, it should be said that we never believed that bargain-price buying of photography is the wisest course for an art director to follow. The cost of putting an ad together rarely exceeds ten per cent of the advertiser's total expenditure (in the case of low-space-cost magazines, the percentage may go a little higher) and the money saved on a poor photograph may mean less to the client than the sales lost due to an ineffective advertising illustration.

However, the "plus expenses" system can get out of hand. As with a carte

blanche expense account, it puts all those on the receiving end in a care-free, exuberant mood. Even to the most virtuous, fifty dollars coming from a multi-million-dollar business just doesn't seem to be quite as much as the same amount drawn from a family budget.

We are not suggesting that from now on photographers should always take a bus instead of a taxi. We are not even suggesting that a photographer should use models he is not wholly pleased with, or get all his props from the five-and-dime stores. Far from us to suggest either that the photographer should spend all his winters in New York City when there is at least a slim chance of getting a better picture, let's say on the white sandy beaches of the Virgin Islands.

But we would like to ask photographers (and their stylists) to go slow on some items. Art directors have clients, too, and some clients have inquiring minds. They want to know for example:

Why the back of a man, way out of focus, must belong to the highest paid model in the City?

Why were there five antique chairs rented for three days if only one of these was to be used?

Why do all four sides of a house have to be finished if only one is showing?

Why buy when it can be rented?


These are exceptional cases. Most photographers set up their pictures efficiently and economically. But if and when these cases happen, and there is a curious client, it is the art director who is in the shakiest position.

One way to avoid embarrassment is to estimate costs before they happen. Many photographers claim that this is too difficult. If estimates are given, they are only the roughest. This puts the art director in a precarious situation with a budget-conscious advertiser conditioned to working under more rigid financial circumstances.

There should be some way to anticipate costs and then work close to the given limits. If the estimates are liberal enough, the photographer should have no trouble in turning out his usual high quality work.

It is one of the facts of advertising life that the art director is hired, among his other qualifications, for his buying ability. He must get the best possible work for the available money. But how can he achieve this if he is given no idea of how much he will have to pay for what he is buying?

So please photographers: If there is a charge for an elephant on an itemized bill, make sure there is an elephant in the picture.



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